THE Publishers' Weekly

The American Book Trade Journal

Published by R. R. Bowker Co. at 62 West 45th Street, New York
R. R. Bowker, President and Treasurer; J. A. Holden, Secretary
Entered as second-class matter June 18, 1879, at the post office at New York, N. Y., under the Act of March 3, 1879. Subscription price, Zones 1-5, $6.00; Zones 6-8, $6.50; Foreign, $7.00.
English Agent: D. H. Bond, 407 Bank Chambers, Chancery Lane, W. C., London.

VOL. CII. NEW YORK, JULY 8, 1922 No. 2

You Know They Will Sell

Mary Roberts Rinehart

THE BREAKING POINT

By the author of "K," "Dangerous Days," "The Amazing Interlude," etc.

$2.00

Lord Riddell

SOME THINGS THAT MATTER

Some thoughts on how to think, how to live, by the great newspaper proprietor.

$3 00

DORAN BOOKS

Albert Payson Terhune

FURTHER ADVENTURES OF LAD

By the author of "Lad: A Dog," "Buff: A Collie," "Black Gold," etc.

$2.00

Irvin S. Cobb

Author of "Sundry Accounts," etc.

J. POINDEXTER COLORED

The first novel by the author of "Speaking of Operations . . .," "Sundry Accounts," etc.

$1.75

PUBLISHED AUGUST 1st

BRENTANO'S PUBLISHERS

Booksellers to the World — *Fifth Ave. at 27th St., N. Y.*

Here Is A Book Which Sells Itself—

André Tridon's

PSYCHOANALYSIS and LOVE

Let your customer see this on your counter, and the book is sold!

PSYCHOANALYSIS and LOVE

appeals to the wise, the curious, the sentimental, the illusioned and disillusioned, the loved and loveless—

Everyone who buys books!

PSYCHOANALYSIS and LOVE

has nothing salacious, but all the truth—everything which Psychoanalysis has laid bare about love, its mystery, its morality, its sensual and spiritual meaning.

This Is the Big Non-Fiction Seller of Next Season.

Margaret Sanger's

new book on

BIRTH CONTROL

The PIVOT of CIVILIZATION

wth introduction by

H. G. Wells

is climbing up among the best sellers.

Four Things to Sell—

1 Sanger
2 Wells
3 Birth Control
4 World Politics

Remember the success of "Woman and the New Race"
This Will Go Bigger!

Stock These Titles — They Will Sell!

Publication Date Advanced to JULY 21-

The day to hang out your sign that the great successor to "The Age of Innocence" is on sale.

The day for what we firmly believe will develop into universal public agreement that Edith Wharton has written a novel so human, so vastly entertaining that its appeal is to every novel reader in the country.

$2.00

EDITH WHARTON'S

Novel of Today

THE GLIMPSES OF THE MOON

POSTER—Be sure to have on display with your stock of the books on publication day the unusually attractive colored poster. Yours for the asking.

New York **D. APPLETON AND COMPANY** **London**

Will be published early in August

Mother of all Living

By ROBERT KEABLE
Author of "Simon Called Peter"

The tide has turned! The book of broad appeal is outselling those which have been the sensational "best sellers" of recent years. Here is a novel of continuously thrilling episodes by the author of the most hotly discussed book of this year, "Simon Called Peter." It is distinguished by the same understanding, the same forceful presentment of primitive emotions, of character development, and by the same vivid word paintings. It is a novel with a difference which makes it stand out from all the novels of whose appeal to the senses alone we have become so tired. Restraint is no longer thrown to the winds. The tide has turned.

The Mother of all Living

by Robert Keable, the fearless delineator of love between man and woman, pictures the beauty and haunting charm of the remote regions of South Africa where the foothills of the vast Drakenberg lift their wide, wind-cooled spaces and pathless solitudes to the sun. Against a background of that mysterious land which calls out the great fundamental qualities, and the primitive instincts of men and women, he unravels a story of passion struggling with mother-love, of a woman who finds Happiness through the understanding of the deepest meaning of life for her sex.

Robert Keable in his own vivid, clear, forceful manner drives home his point. Even in the remote farms and native villages of unfrequented Africa, it is true that "not by bread alone can we live in this world and find happiness." The ties of civilization and society bind men and women together too closely for either to reach the goal of happiness along the road of selfishness and at the expense of unhappiness to the other. The keynote of this powerful story is motherhood, and through this to the goal of happiness. The trek of life takes tempted and tempting woman far; but she treks to save mother-love and to purge man's primitive passion.

The Mother of all Living

will be ready for publication between August 1 and 15

The price will be $2.00. The publishers feel warranted in urging you to place large advance orders, for beyond all question this is a big book.

E. P. DUTTON & CO., Publishers

681 Fifth Avenue New York

WE all like, once in a while, to be transported back to the days of our youth, to re-live that happy period in the past when we took many things very seriously, but somehow never worried very long about them, when we knew almost nothing and thought we knew it all. No man or woman can read "Skippy Bedelle" without having that reminiscing mood aroused that brings a smile for each incident remembered. It is the joyous story of a sixteen-year-old Lawrenceville schoolboy, his sentimental progress from the urchin to the complete man of the world. Old friends, Hickey Hicks, Doc Macnooder, the Shad and others, you shall meet again; but chiefly this is the tale of Skippy and the female of the species, of the experiences that made him wise by disillusionment, so that he confided his sorrows to a diary which began: "What I don't know about women, ain't worth knowing. Resolved: if any loving is going to be done, they can do the loving." Anyone who was ever young will find Skippy and his friends of both sexes genuinely human and irresistibly funny.

SKIPPY BEDELLE

By

OWEN JOHNSON

Like "The Varmint," it will be one of the most popular books of its first season and a steady seller for many years afterwards. It's a book about boys and girls both, and will appeal to women as well as men.

Publication Date
October 21st

Illustrated by Ernest Fuhr. $1.75

LITTLE, BROWN & COMPANY
PUBLISHERS BOSTON

RONALD
Publications on Business

Two Sales Opportunities—
Do Not Overlook Them

Surety Bonds

By Edward C. Lunt, M.A., Vice-President in charge of the Bonding Department, The Fidelity and Casualty Company of New York; Member of the New York Bar.

Men in positions of responsibility are frequently required either to give or receive a bond. This work therefore will have a wide sale to business executives, bankers, and lawyers, as well as to insurance underwriters.

For seventeen years the author has been in charge of the bonding department of his company. His book offers an easily readable but thoroughly comprehensive account of the whole subject. Among the numerous types of surety instruments which he analyzes are position fidelity bonds, bankers' blanket bonds, judicial or court bonds, contract bonds, license and permit bonds, etc., and a number of special classes. The tabular index of all recognized types of bonds, with authoritative notes as to the cconditions under which they may be underwritten, is an exceptionally valuable feature.

Ready in July. About 360 Pages, Cloth Binding. Price $2.50.

Corporation Procedure

By Thomas Conyngton, of the New York Bar; R. J. Bennett, C.P.A., Member of the American Institute of Accountants; and P. W. Pinkerton, C.P.A., Mgr., Commercial Department, Coffield, Sanders & Co., Indianapolis, Ind. Hugh R. Conyngton, Editor.

Among corporation officials, lawyers, accountants, bankers, investors, etc., this publication is rapidly becoming the standard guide in matters of corporation administration. It gives full, definite, and authoritative counsel and working methods covering the three important divisions of corporate management—Law, Finance, and Accounting.

In this one volume the authors show exactly what should be done in organizing and managing corporate affairs. They give authoritative legal advice covering practically every contingency. They go right to the heart of the financial problems encountered and have worked out, with detailed examples, practically every conceivable accounting situation. 267 forms—the most complete collection ever brought together between two covers—are included.

Published May, 1922. 1689 Pages. Cloth Binding. Price $10.00

Send Your Order For These Books Now

The Ronald Press Company, Publishers
20 VESEY STREET NEW YORK

Publishers of ADMINISTRATION and of MANAGEMENT ENGINEERING

A Page About Four Scribner Books

Courage *By* J. M. Barrie

On May 3, J. M. Barrie was installed as rector of the ancient Scottish University of St. Andrews. He delivered a rectorial address whose like—in the opinion of the *London Times*—"can never before have been heard by any body of students." Dr. Frank Crane declares that it "rang around the world." It occupied a full page in British and American newspapers, but to-day you can't buy a copy of an issue containing it. The thousands of people who have been eagerly awaiting its publication in book form will welcome the announcement that it is now available, attractively bound in boards, at a price of 60 cents. The title is *Courage.*

The Americanization of Edward Bok

We asked a bookseller

to name his best-selling book for next fall, exclusive of fiction. He said: "No matter what the new books are, my best seller next fall will be the same as my best seller last fall and the fall before that. I mean *The Americanization of Edward Bok.* And in view of the fact that the book has just gone into its nineteenth printing, and orders are coming in as fast as ever, we know he's right. $3.00

The Forsyte Saga

A surprise

for the skeptics has been the unqualified success of John Galsworthy's *The Forsyte Saga.* It represented an experiment—the publishing in a single volume, as one continuous narrative, of three novels and two long stories which had all been published before. We printed what we thought would be a year's supply—three months later we find ourselves obliged to rush through another printing fully as large. Now the prediction is general that the *Saga* will have an even heavier sale in the holiday buying season. For it is recognized that here is a book which will live among the masterpieces of English fiction when other novels have gone over the falls to oblivion. $2.50

The Minds and Manners of Wild Animals

Sooner or later

a book which already is selling briskly is going to take hold in a big way. We hear it from all sides: "One of the most interesting books ever published." *Talk* will make it a big seller, for it is making friends among readers of all ages and tastes. We refer to *The Minds and Manners of Wild Animals,* by W. T. Hornaday. It is already in its second printing. $2.50

CHARLES SCRIBNER'S SONS
597 FIFTH AVENUE *New York*

BEST SELLERS *FOR* *Summer Selling*

Your one best bet these days, when people enter your store, is an attractive display of POPULAR COPYRIGHT FICTION retailing at a Popular Price.

Out of the hundreds of tempting titles you display to the Vacationists, you know from experience which are the topnotchers in sales.

AND YOU KNOW, AND WE KNOW, THAT YOU CAN'T MISS

These New Publications in Popular Copyright Edition

KINDRED OF THE DUST

By Peter B. Kyne

This is one of the biggest and best-selling books of the year in Popular Edition.

It is a love story of the Great Northwest in which is paramount a man's belief in the woman he loves

Let people know you have this top-notcher novel in stock and it will sell itself, for Mr. Kyne's fame as a writer of wonderful human-interest novels has spread far and wide.

The popularity of this book will have preceded its appearance in your store.

It has been made into a big First National Photoplay.

A BACHELOR HUSBAND
Ruby M. Ayres

THE RED SIGNAL
Grace Livingston Hill

WINNER TAKE ALL
Larry Evans

TORCHY AS A PA
Sewell Ford

THE DOOR OF THE DOUBLE DRAGON
Hector Blanding

OLD RELIABLE IN AFRICA
Harris Dickson

THE FARMER OF ROARING RUN
Mary Dillon

VAL OF PARADISE
Vingie E. Roe

THE WILDERNESS MINE
Harold Bindloss

CHARRED WOOD
Myles Muredach

THE LEATHER PUSHERS
H. C. Witwer

THE CHARLES E. VAN LOAN STORIES OF SPORT

Stories of out-door sport in fiction form, the best of their kind. There is much drama, humor and philosophy in each.

BUCK PARVIN AND THE MOVIES
FORE!
SCORE BY INNINGS!
TAKING THE COUNT
OLD MAN CURRY

GROSSET & DUNLAP, Publishers, 1140 Broadway, New York

Surely the one big ROMANCE of the Fall

By the Author of "The Sheik"

E. M. HULL

The SHADOW OF THE EAST

Mr. Bookseller:—

When you are figuring out your requirements for fall fiction, remember these points:

1. "The Sheik" has had a phenomenal sale, as you know.

2. Practically everyone of the thousands who read "The Sheik" found it *as good as they had been told it was.*

3. Therefore it is safe to predict that a very *high percentage* of the readers of "The Sheik" will "come back" for the second book by the same author.

4. When they do come back, they will find in THE SHADOW OF THE EAST just as gripping and heart-stirring a story as in "The Sheik," with an entirely different plot, but containing all the elements that made "The Sheik's" success inevitable.

5. Mrs. Hull's stories are not preachments or "problem novels," but genuine romance of the sort whose popularity is ages-old and not dependent on a passing fad.

6. The success of THE SHADOW OF THE EAST can hardly be a matter of speculation. Here is *one* big fall book whose sale is *sure* to equal that of its predecessor.

7. You can safely make your *advance* order for "The Shadow of the East" equal your *total* of "The Sheik."

Very truly yours,
Small, Maynard & Co.

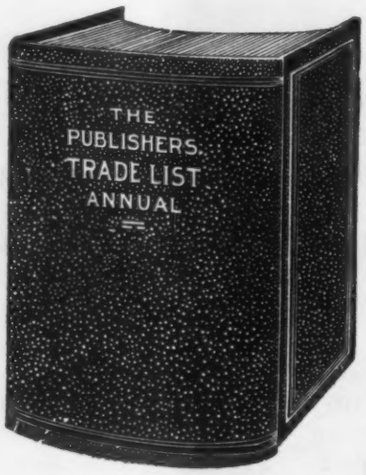
To be published August 2nd **Price, $1.90 net**

SMALL, MAYNARD & CO. **Boston, Mass.**

"HE WHO HESITATES"

Last Opportunity For A Year

Your catalog in the Trade List Annual means that it is permanently filed in every bookstore and public library of buying importance in the United States. It cannot be mislaid or lost.



CLOSING TIME for catalogs supplied by the publisher, July 31st.

CLOSING TIME for briefer lists which we set up and print, July 15th.

The cost of insertion is so small that there is hardly any excuse for a price-list being left out.

The Publishers' Weekly

The book that will put a sharp edge on the dullness of the summer season

BATOUALA

By RENÉ MARAN

THE NEGRO NOVEL CROWNED WITH THE PRIX GONCOURT

There are many reasons why it will be the best seller of the year. Among them

BATOUALA

1. Because

enters an entirely new field never touched before.

BATOUALA

2. Because

is a most interesting story about an interesting people and their interesting life.

BATOUALA

3. Because

has the charm of simplicity, the charm of novelty, and the charm of masterly presentation.

BATOUALA

4. Because

is the most widely advertised novel in years. Every newspaper reader knows about it, and book readers are eagerly waiting for a chance to get the book and read it.

Price $1.75

THOMAS SELTZER, 5 W. 50 St., New York
PUBLISHER

BABBITT

As soon as it was announced that Sinclair Lewis had written a story of a business man every down-town book store had calls for it.

The wife of every business man will find her husband in this novel.

Babbitt

is a great novel and like all big achievements it is the result of months of hard work. Mr. Lewis has been engaged on it since the completion of "Main Street" two years ago.

Babbitt

will be published September 14th, $2.00

*** * * The second edition of Strachey's BOOKS AND CHARACTERS (by the author of "Queen Victoria") was oversold before we could get it printed and bound. Third printing just ready. $3.50**
Just the book to swell July sales.

HARCOURT, BRACE & COMPANY 1 West 47th Street New York

The Publishers' Weekly
THE AMERICAN BOOK TRADE JOURNAL
Founded by F. Leypoldt

July 8, 1922

"I hold every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto."—BACON.

Libraries and Publishing

ONE of the directions in which organized librarianship will gradually exert more and more influence as the time goes on is in the field of creative publishing, that is, in giving direction to publishing by suggestions supplied or by joint orders given in support of publishing plans of new books or in the reprinting of old. The possibility of such growth was one of the points suggested in comments made after the recent library convention by L. Stanley Jast, librarian of the Manchester, England, Public Library.

Mr. Jast felt that the time would come when the libraries would take more active interest in publishing enterprises. As an instance, he mentioned the fact that such a book as Leonardo Da Vinci's Notebooks was unobtainable in England for a great many years. He believed that it would have been possible and helpful for the librarians to have underwritten the publication of a book like this by giving indication of the number of orders that could be expected. It should also be possible he pointed out, in such cases for librarians not only to point out the need of a book of this kind, but to indicate the proper person for its editing.

Similar creative work might be done in fields where books are needed on subjects not fully covered. As was shown in a symposium printed in the PUBLISHERS' WEEKLY a year ago, the librarians are more likely to receive indication of the public's need for organized information in book form than are the publishers or booksellers. Such suggestions might lead to worthwhile publishing enterprises, and again, having developed the idea, the librarians, thru a proper committee, could suggest the best format and possibly the author. There are also many books which are still in print but the editions of which are unsatisfactory. In this case again, as the potential market for a great many copies, the librarians would have a chance to designate the best editing and format for their purposes.

In a limited way, all lists of books which come out in great numbers from the library sources do give important direction to libraries. The *Bookshelf for Boys and Girls*, edited as it is by two well-known librarians and by Mr. Mathiews, the chief scout librarian, gives constant direction to the reading interests of our American boys and girls.

In another field, a particularly interesting study of book interests is found in the new volume just published by the American Library Association, entitled "Graded List of Books for Children," prepared by the Elementary School Library Committee of the National Education Association. This book will be reviewed in more detail in a subsequent number of the PUBLISHERS' WEEKLY. It is a list of about eight hundred books for grade schools and will have a very marked influence on the buying of hundreds of school libraries and public libraries doing work with schools

Besides the main list, there is printed a record of about fifty books which the editors have found out of print but which they would like to have put in the list. Such listing gives very direct impulse to the publishers to make it possible to put these volumes on future lists. Many of the titles here mentioned are of Englist manufacture, but might well be reprinted now in this country.

The fact that the library field is so well organized and has such good reason for keeping record of the public's interests and tastes, a record which cannot be kept in a bookstore, puts an important responsibility upon it in serving the general book interests in this way, and it seems quite possible that there will be future developments along this line.

A Salesman's Time

WITH the buying season for the book-trade year now well under way, statistics as to the cost of time taken by the selling operation are of special importance. A study of the average traveling salesman's time was recently made by a committee headed by Willard E. Freeland of the Winchester Repeating Arms Co.

This two-year survey made by time-study men accompanying salesmen found that 15% of their time was spent in actual selling, 10% in clerical work, 75% in walking and waiting. Every trade may do well in studying such

facts and in seeing what can be done to make the time more productive.

One thing recommended during discussion of these figures at the convention was the importance of preliminary advertising of the product sold in the trade papers, in order that the selling time might be more profitable. Another important point is the full appreciation of the situation by the buyer.

The selling of goods thru traveling men has proved the most economical method of distribution so far devised, but if greater care can increase the efficiency of this method an undoubted betterment of total distributing costs will be made.

The Historical Novel

HERE and there people are predicting that the historical novel is coming back. Like styles in dress, the general trend of public opinion can never be accurately prophesied, but there are straws that seem to show that the wind may at some not too far distant day blow more strongly from that quarter. Every bookseller who was in business twenty years ago will remember what a place the historical novel had in his sales at that time, when "Richard Carvel," "To Have and to Hold" and "Hugh Wynne" were at the top of the list.

Probably the thing that will do most to bring this type of fiction back is to have someone do it well. A few books in the past year have brought high commendation, and the question is whether the headway thus reached will find a public with increased appetite for romance. Certainly the situation has passed which existed ten years ago, when people turned away from historical novels with a shrug, saying "I have had enough of cut and thrust for now."

Rotogravure Publicity

THE use of rotogravure for book advertising, which has been so successfully experimented with by Grosset & Dunlap and others, is again interestingly displayed in a circular just issued by the Macmillan Company. This circular on recent books gives portraits of authors and also photographs of a score or more of the books themselves.

It is interesting to note again here with what clearness and effect this form of printing reproduces book jackets,—the photographed book seems like a real volume standing out from the page. Even the reproductions of those books which have no decorative jackets stand out with good effect.

Prepayment to Canada Canceled

THE American Railway Express Company rescinded June 15 the rule requiring the prepayment of charges on shipments to Canada and restored the "collect" privilege. After that date, the shipper can ship "prepaid" or "collect," as he prefers.

The prepayment rule has been in effect since April 1, 1920. It was invoked to protect the carrier against loss due to the high rate of exchange between the United States and Canada, which at times has reached 20 per cent.

Improved financial conditions have brought the discount rate down to approximately 1 per cent. In taking this action, however, the express company stands to lose approximately $25,000 a year in transferring funds collected at destination points in Canada, to depositaries in the United States.

The repayment requirements will be dropped for the benefit of shippers, many of whom ship to Canada "f.o.b. factory," and the carrier will stand the loss in exchange instead of the shipper. It is the usual practice for the Canadian purchaser to pay the transportation charges on goods imported from the States, rather than to settle with the American manufacturer thru invoice on goods.

A New Periodical Agency

ARTHUR E. TURNER of New York, connected with the Franklin Square Agency since its beginning and for ten years its manager, has organized the Turner Subscription Agency, Inc., now doing business at 30 Irving Place. Mr. Turner is well known among booksellers, having made fifteen consecutive annual trips from coast to coast soliciting the trade of booksellers. He holds that a substantial portion of the $100,000,000 spent for periodicals in this country should go thru the hands of the book-trade. The war period, post-war conditions, printers' strikes, the raising of the prices of periodicals, delays in the filling of subscriptions, all united to make the handling of periodicals bothersome and of little profit for a long period. These conditions have been changing and he predicts a period of good business and fair profits which booksellers cannot afford to ignore.

Russian Ruble Paradox

ACCORDING to a copy of the Russian journal *Ekonomitsc-Heskaia Zizu*, the editors offer a month's subscription for 1,200,000 rubles. For a two months' subscription the price is 3,000,000 rubles. The apparent paradox is explained by a note saying that the difference in price for the first and second months' subscription is due to the estimated depreciation of the ruble in the next four weeks.

Booklists as a Publicity Medium

By Joseph L. Wheeler

Librarian, Youngstown Public Library

IN a previous article the "Home Reading Courses" issued by the U. S. Bureau of Education were briefly described from the point of view of the book-trade.* A more recent development in this field is the inauguration of a series of reading courses by the American Library Association, briefer, more attractive than the government courses, of equal professional authority, but without provision for any supervision or credits for the reading done. The first two courses, on Journalism and on Accounting, have met with instant success. The introductory text, the selection of books and the comments upon each book, are the work of well-known specialists, and the young man who picks up one of these handy size circulars will be impressed with the quality of the suggestions he finds.

THE MACMILLAN LIST SECURES AN ATTENTIVE PERUSAL FROM THE FIRST GLANCE AT THE COVER

Reading courses such as these, similar courses from the University of Illinois, likewise the old familiar Chatauqua Home Reading Circle idea, are interesting to dealers and publishers, if only for their recognition of the vast uncultivated fields of "adult education" and the almost negligible effort that has so far been made to encourage adult reading and study on a large scale. "Adult education," far from meaning formal class instruction, particularly if limited to working people as the term is used in England, rather implies all the forces at work to induce self-instruction among those who are past the school age.

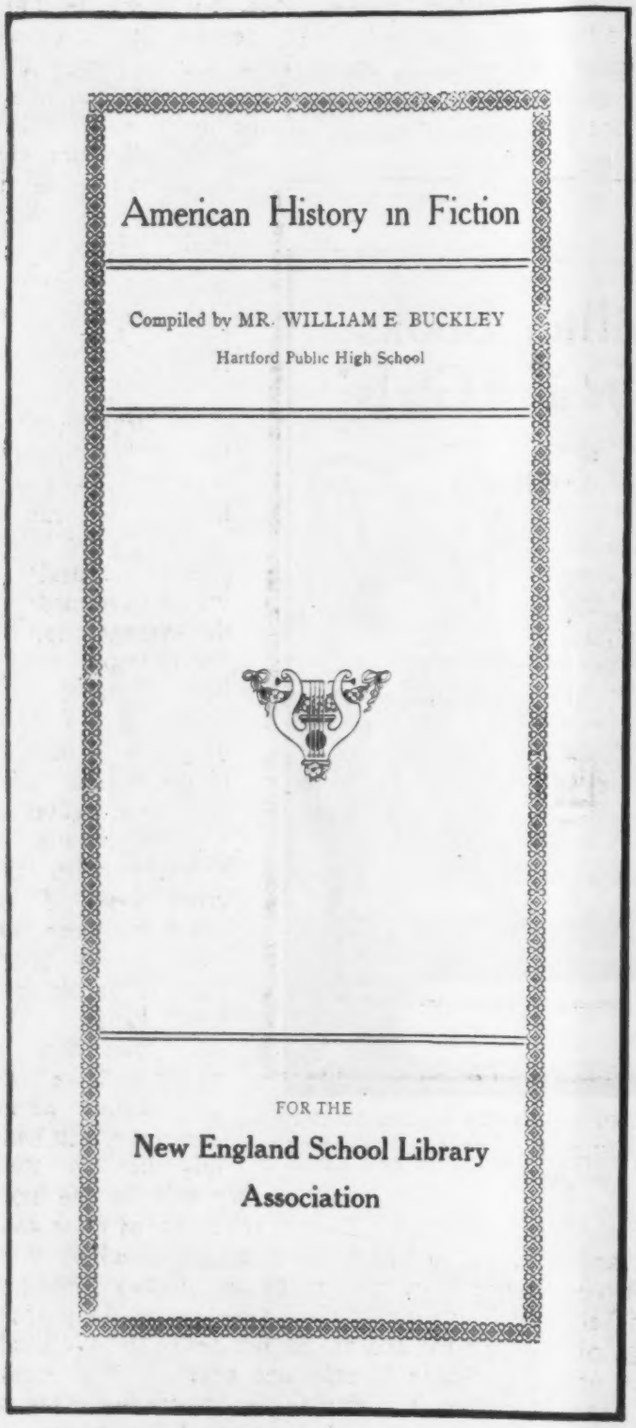
This nation might lay claim to having the largest proportion of citizens who read and think for themselves. Proof and disproof of such a statement would make an interesting chapter in a book on American civilization. At all events the field of adult education thru books, remains largely undeveloped in spite of publishers, dealers and libraries.

While awaiting the time when the Government or some professional and non-commercial organization, like the American Library Association, shall create a national propaganda to encourage constructive reading and study, the publishers, dealers, libraries, and various organizations interested in specific subjects, will continue to prepare and distribute booklists. It is not impossible that all of them, working together, may develop some plan for such a wide spread campaign in which the finances will come from the book-trade, the professional authority from a group of outstanding specialists, the backing of disinterested public service from some such organization as the A. L. A., and the channels of distribution thru a myriad of special organizations and the public press. Compared with such a project the Year Round Book Selling Plan is at a distinct disadvantage in being obviously a trade undertaking.

Imagine for a moment the effect of the public announcement in press dispatches and full page advertising, that the U. S. Bureau of Education, or the American Library Association, had organized a vast movement to provide free expert advice for every man and woman who wishes to study on any subject—that Edison has prepared a course of reading on Electricity, another on Radio; Burbank on Gardening; Bok on Writing for the Magazines; Mayo Brothers on Good Health; President Harding on Our American Government; Uncle Joe Cannon, or Beveridge, on Practical Politics;

* PUBLISHERS' WEEKLY, June 10, 1922.

Dave Griffith on Movie Writing and Acting; and so on. That these courses provide a groundwork for any who follow them carefully. That copies can be had at any bookstore or library. That at no time has any nation had the craze for reading and study as America has it just now. Finally that anyone who passes up this golden opportunity is certain to be not only "out-of-luck" in his future career, but what is much worse to the ordinary person, to be out-of-style.



THIS EXCELLENT LIST WOULD HAVE BEEN MORE APPEALING TO HIGH SCHOOL STUDENTS IF IT HAD BEEN A HANDY SIZE, BEEN LIGHTER IN DESIGN AND HAD CARRIED A MORE APPROPRIATE ORNAMENT

As a preliminary to or in lieu of any such "pipe dream," a study might well be made into the use of booklists and circulars as a means to incite people to read, in terms of purposes, methods, costs and results. A vast amount of money, time, expert opinion, is being spent in this direction at present. All of it is useful to some degree.

The Home Reading Courses issued at Washington, described in the previous article, for example, are notable in several respects. Yet they fall far short of the results they might achieve, because certain features of publicity and distribution have been overlooked. The Federal Government, involved in a certain amount of precedent, red-tape, and delay, is hardly in a position to become an advertising agency even in so good a cause as Home Study. The efforts of the Home Education Division to issue its courses at the psychological moment, in the most attractive style, and with the necessary accompaniment of publicity and effective distribution, have not yet (in the writer's mind) met with anything like complete success, on account of official handicaps laid down by Congressional Printing Committees, the Government Printing Office, and other officials who dictate expenditures and rules.

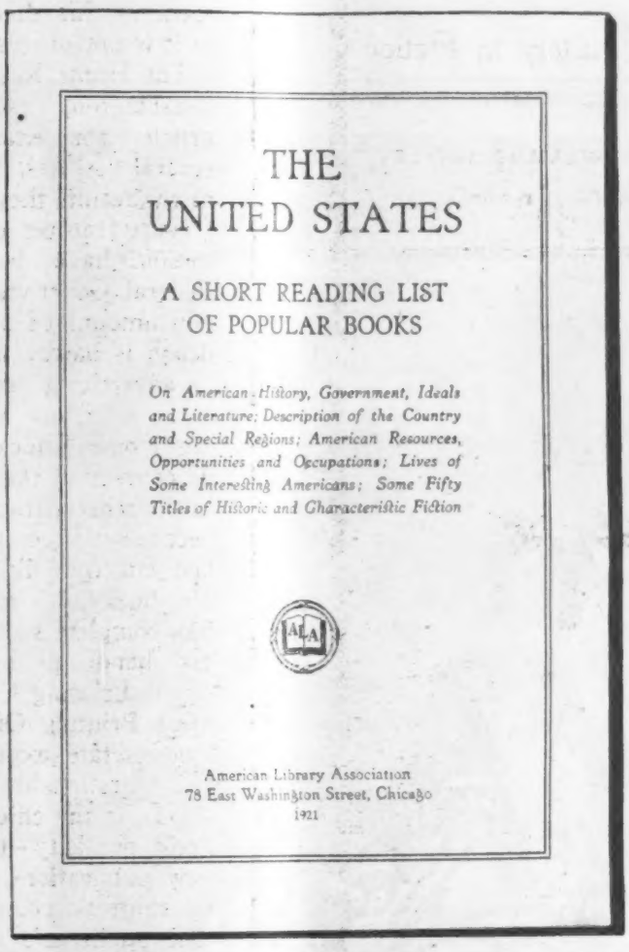
Unquestionably the booklist, in various forms, is the chief medium for carrying book publicity—the publishers' lists of new publications, and the libraries' lists by subjects, coming first in importance. The publisher's announcement, being in the nature of a news bulletin to the trade and hence sure of immediate attention needs little of visual appeal other than dignified and appropriate typography, including headings and titles in bold face type to give emphasis and variety to the pages. The publishers' circulars to the ultimate bookbuyer, however, present a great variety. Some very charming slips and folders advertising single books, will come to mind, for the simple beauty of type, border, an occasional ornament or line drawing. All these features impress themselves favorably upon any who notice such things.

Of larger pamphlet lists an increasing proportion carry some well-chosen cover design or illustration, and more thought is being given to an informal and arresting title. The Macmillan List for Boys and Girls, for instance, with its fascinatnig drawing of the Pied Piper,

secures an attentive perusal upon a first glance at the cover. The inside pages are not less successful. Type face of one design but varying sizes (note the readable annotations in 6-point), generous white space, and the use of one or two drawings on each page, have all been thought out, and the catalog is consequently worthy of being kept for some time and looked over by all the members of the family. That such a catalog leads to larger sales seems a logical idea. But any figures as to such result are almost impossible to secure.

Indeed costs in book publicity must continue to be a vague and indefinite element in the problem. This does not lead to the conclusion that a publisher or dealer is saving money by cheap printing. After analysing the exact purpose of a piece of publicity—whom it is aimed at, in what mood or tone the prospect is to be approached, whether the list is to be short or long—and then after many hours of skilled experience and labor have gone into the selection of titles, and as much more into the annotations (which appeal powerfully to those whose eyes reach the book-titles inside), after all this planning and editing, in other words, it seems logical that the whole investment should not fall short of becoming effective thru some small percentage of printing economy. This is especially true of the front cover, from which the prospect forms his first mental attitude toward the list. A few extra cents per copy, expended in such a cover as the Macmillan list carries, may prove the most essential item in the entire cost-schedule.

An interesting contrast in physical appeal is offered by the three book lists shown here. All have a similar purpose, and each was prepared and issued by some "group" organization, as against similar lists which might have been published by any individual library or school. This latter fact would lead us to expect a product of extra-high quality. The first, an excellent list of "American History in Fiction," published by the New England School Library Association, marks a long step in the development of school library service, for it shows the desire of school librarians to forego any false pride or self-sufficiency, and their wish to take advantage of the good work which their colleagues are doing and make it available to their pupils. It is in no spirit of criticism, that the cover design of this list is shown here, for it is somewhat typical of a large proportion of booklists issued by schools and libraries, but rather to suggest the greater appeal it would have made to the average pupil if, for example, it had been printed in handy size instead of 5½ x 12 inches; if the border could have been lighter in its design and in harmony with the cross lines; if an ornament more appropriate to books than to music had been handy. The real point here is, would it have paid the various school libraries which hand this list to their pupils in the hope of encouraging them to read some of these good books, to use a cover design in which these elements of typography and display were correct, that would rivet attention on the purpose of the list and arouse the desire to look inside it? There is only one answer. The second example is a similar list, containing many of the same titles, but prepared for adults and distributed by the Good Citizenship Bureau of a popular magazine. As a librarian who has thought that libraries pay too little attention to the appearance of their booklists, this six page folder was awaited with great interest on the assumption that, coming from a magazine whose publicity, business and editorial, is highly developed, it would put any similar library list "in the shade." Just the contrary


THE
UNITED STATES

A SHORT READING LIST
OF POPULAR BOOKS

On American History, Government, Ideals and Literature; Description of the Country and Special Regions; American Resources, Opportunities and Occupations; Lives of Some Interesting Americans; Some Fifty Titles of Historic and Characteristic Fiction

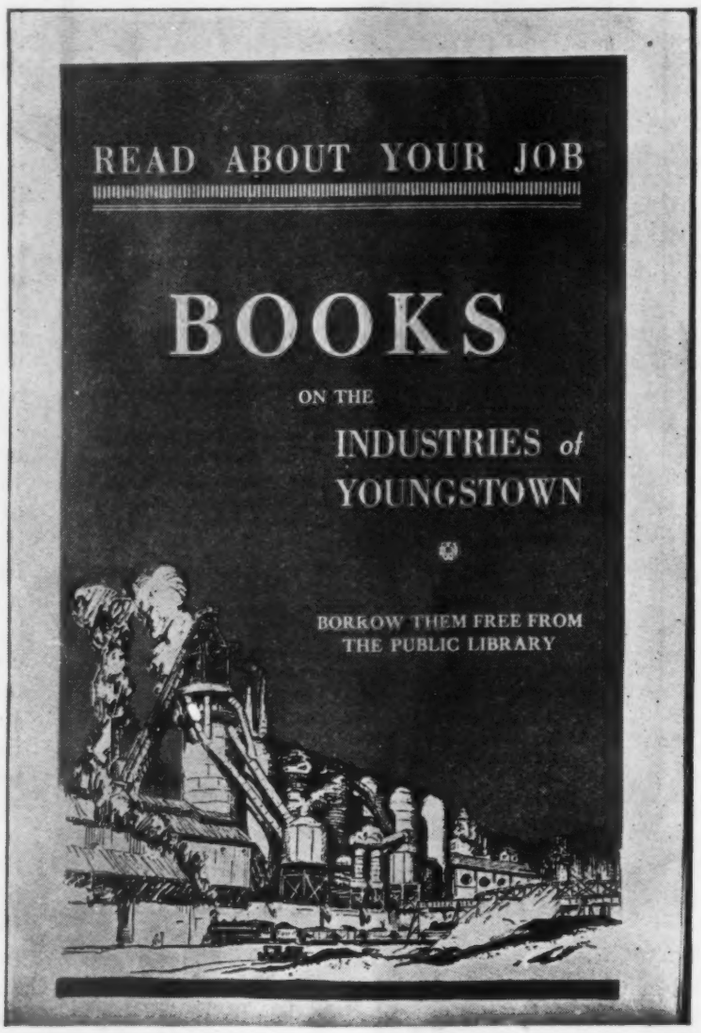
American Library Association
78 East Washington Street, Chicago
1921

A COVER WHICH, THO IT CARRIES NO ORNAMENT, FULFILLS EVERY REQUIREMENT OF GOOD TASTE IN PRINTING

proved the case, for excellent tho the text may be, the appearance is far from what is needed to secure the largest reading of these books, and typographically the list is mediocre and confusing.

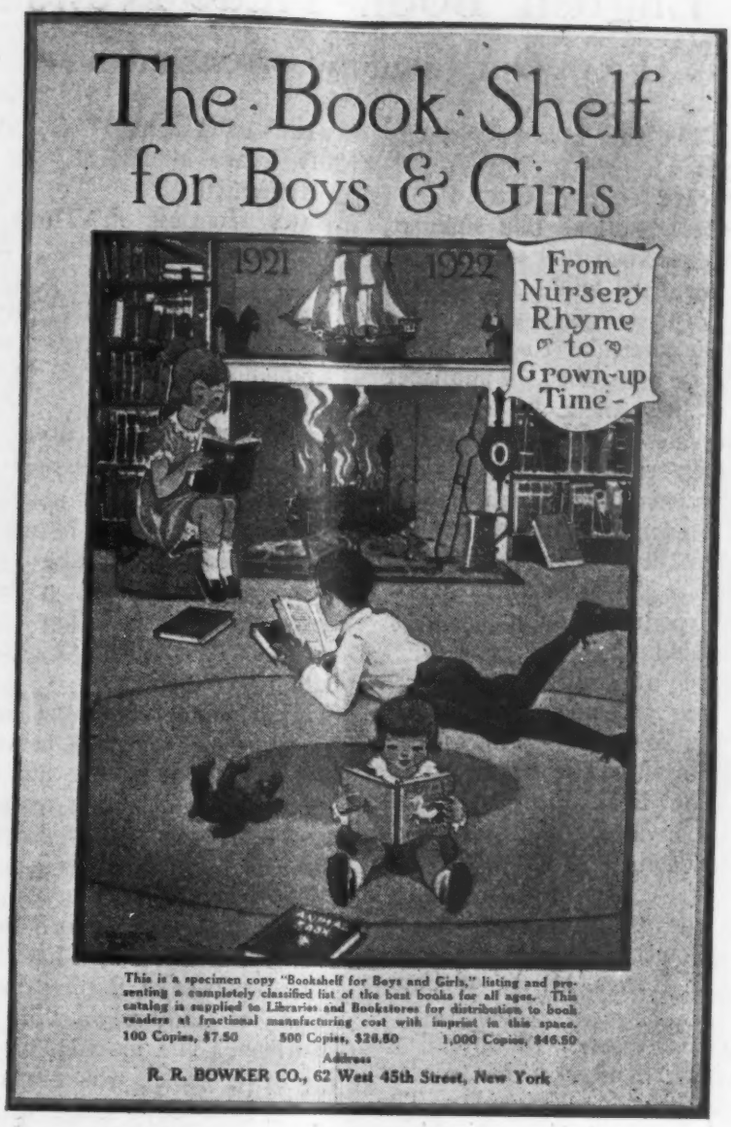
The third example is a more extended list issued at about the same time by the American Library Association. This is one of several lists prepared originally by some local library and then reprinted by the Association for the use of all. Its cover design, tho including no illustration, fulfils every requirement of good taste in printing. The style of "entry" inside (the method of setting up author, title, publisher and annotation) is the most successful yet developed—the same as that used in the *Booklist* of the American Library Association.

$35 was spent to provide the cover design for this pamphlet and the two color plates. The lettering appears in white on a bright orange background. The drawing, in black, was borrowed from an advertisement in a technical magazine. On an edition of 2000 copies this visual appeal cost about 1½ cents per copy over the expense of the usual typeset cover. In the writer's mind such an investment is very much worth while because it does compel attention among a class of



THE INVESTMENT IN THE COVER OF THIS PAMPHLET WAS VERY MUCH WORTH WHILE. THE LETTERING WAS WHITE ON A BRIGHT ORANGE BACKGROUND. THE DRAWING WAS IN BLACK

Contrast with these the appeal made by the list of Books on the Industries of one city, issued by its Public Library. An extra



"NO SINGLE PUBLISHER, DEALER, OR LIBRARY CAN HOPE TO PRODUCE SO NEARLY A PERFECT PUBLICITY MEDIUM AS THIS"

men who have not been accustomed to think of a public library as a "service station" for their use.

But it is the book-trade itself which has created the most satisfactory and successful example of co-operation and also of visual appeal in booklists. This is the annual "Bookshelf for Boys and Girls." No single publisher, dealer, or library, can hope to produce so nearly a perfect publicity medium as this and the wonder is that the same plan has not been followed out in a hundred other directions. Prominently featuring the selection of titles by three disinterested specialists, the text shows a care in choice and annotation which places it almost above criticism. Each page is made attractive by reproductions which serve several useful purposes both as advertising and as information. The cover designs are certain to hold attention and each year shows an improvement in the quality of the art work. In fact the contents deserve a cover design by a Franklin Booth or Wyeth or Smith. This annual list, so helpful to those who wish to sell or lend books, has undoubtedly had already a vast influence in directing boys and girls and their parents and friends away from the cheap and insipid among juvenile books, toward those volumes whose acquaintance will do something to mould the lives and thought of the next generation.

English Book-Trade News

(From Our London Correspondent)

A COLUMNIST in the London *Evening Standard* says:

"Booksellers are looking forward to a very big sale of cheap editions this summer, and the publishers concerned are seeing to it that their stocks are full, while the seaside bookshops are calling for good supplies of popular fiction in this particular form.

'The public would be astonished,' a publisher remarked to me, 'if they knew the aggregate total reached during the course of the two or three months' summer season by the sea; and bearing in mind the exceedingly high cost of production, which is everything up to 300 per cent over pre-war level, it is amazing that these books on the market at the price are such excellent examples of typography on sound paper and with adequate binding.

"Apart from this side of publishing and bookselling, non-fiction (to perpetuate an abominable noun) is doing extremely well. Brisk business is being done with 'The Prime Ministers of Britain,' 'The Real Tzaritsa,' 'Zimmern's, 'Europe in Convalescence,' Coleridge's 'Letters to My Grandson,' and 'Painted Windows.'

A very excellent address was given in London a day or so since on the "Business of Bookselling" by Mr. G. B. Bowes, M. A., of Cambridge.

King's and Clare Colleges have offered to sell about seven acres of land on which to erect a new library for Cambridge University. The lease of part of the property is up in three years' time.

Twenty-five thousand copies of John Drinkwater's plays and poems have been sold in England in less than a year. A fine record and a splendid proof that the best is often the best seller.

Recent best sellers include:

FICTION

"Conn of the Coral Seas." By Beatrice Grimshaw.
"Maria Chapdelaine," By Louis Hémon.
"The Lark." By E. Nesbit.
"Storm Passage." By James Hilton.
"The Red House Mystery." By A. A. Milne.
"Secret Places of the Heart." By H. G. Wells.
"Spinster of this Parish." By Maxwell.
"Dormant Fires." By Atherton.
"The Altar Steps." By Mackenzie.
"The Clash." By Jameson.

MISCELLANEOUS

"Q-Ships and Their Story." By E. Keble Chatterton.
"The Real Tsaritsa." By Mme. Lili Dehn.
"My Years in Paris." By Princess Pauline Metternich.
"News Hunting on Three Continents." By Julius Chambers.
"Magnificent Farce." By Newton.
"Books and Characters." By Strachey.
"Memoirs of the Crown Prince of Germany."
"Tramping With a Poet in the Rockies." By Graham.
"South Sea Reminiscences." By Johnston.

Bennett's "Mr. Prohack" still sells well, as also do Hutchinson's novel, Wilfrid Ewart's "Way of Revelation," Maurice Baring's volume of reminiscences "The Puppet Show of Memory," the Ex-Crown Prince of Germany's Memoirs, Wells's "The Secret Places of the Heart," "Painted Windows" and Margaret Larminie's "Search."

The last lecture of the Society of Bookmen has just been given: a moving picture exhibition entitled "The Making of a Book." The previous five addresses were "The New Reading Public" by Sidney Dark (Editor) "Book Publicity," by J. G. Wilson (bookseller) and Michael Sadler (author of "Privilege"), "Are Book Prices Too Cheap?" by C. S. Evans (of Messrs Heinemann)—Ian Hay in the chair, "The Business of Bookselling" by G. B. Bowes, M. A., of Cambridge, with W. B. Maxwell as chairman. The moving picture of "The Making of a book" was explained by that very able printer Cecil Clay, while Viscount Burnham (*Daily Telegraph*) made some interesting remarks. The whole series of lectures was spontaneously successful, and the lectures always had a crowded audience. The Bookmen are to be warmly congratulated on their efforts to educate the public, and it is to be hoped that they will arrange a similar series of lectures this fall.

Marshal Joffre Honors Barr Ferree

AT a luncheon given Marshal Joffre in New York this spring by The Pennsylvania Society, an unexpected incident was the presentation to Barr Ferree, Secretary of the Society, of the rare book on the consecration of Louis XV, entitled "Le Sacre de Louis XV, Roy de France et de Navarre dans l'Eglise de Reims, le Dimanche 25 Octobre, 1722." This book is not often found in private collections. The Library Company of Philadelphia has no copy nor has the Boston Public Library. There is a copy in the Widener Library at Harvard, and in several of the great art libraries in New York.

Bookselling in Japan

By Hugh Byas

Managing Editor, The Japan Advertiser, Tokyo

IN a bird's-eye view of the book-trade in Japan two features leap to the eye, as our French friends say. One is the large number of book-stores; the other is the astonishing number of shops which deal in second-hand books printed in English or some other foreign language. To a book-lover one of the sights of Tokyo is the street in Kanda (the Latin Quarter) where for almost half a mile second-hand book stores, small and large, stand side by side. Not Charing Cross Road in London nor the Quais in Paris offers such an array of books that have changed hands before and propose to continue the process. In this long line, I should say there are over a hundred book-stores. Only two are exclusively devoted to the sale of new books (Japanese) and one to new books in English, German and French. The others carry stocks of old books ranging from a few hundreds to many thousands of volumes. While in every case the majority of those books are in Japanese, there are few shops that do not deal in English-language books as well. The student quarter is the center of the trade, but similar stores are found in every district. It is rare to find a shopping street anywhere without its store dealing solely in old books.

The trade meaning of this state of affairs I must leave to experts; I can only offer the evidence of a book-lover who has spent many a pleasant hour on many a Sunday morning browsing among the shelves at Kanda. I think it cannot be disputed that the existence of such a large body of small traders living by the sale of second-hand books indicates an unusually wide taste for reading. But before rushing to the conclusion that the Japanese are a super-literate nation, you must allow for the following considerations (1) that apparently no English language book in Japan ever goes to the pulping vat; (2) that a shop-keeper will give a worthless book shelf-room for 20 years sooner than sell it without his profit; (3) that many of the second-hand books are students' text books which seem to pass from generation to generation; (4) that many of those stores are one-horse affairs. When all deductions are made it is impossible not to be impressed with the fact that Japan is buying and selling, and re-buying and re-selling a vast quantity of books in foreign languages. English comes first to the extent of probably 90 per cent, with German, French and Russian following in the order named.

The business involved in the production and sale of books in Japanese is a closed world to the foreigner, but one can see enough of it to be confirmed in the impression that the Japanese have a natural literary bent. The best known Japanese publishing house has extensive offices in the heart of the city and a factory covering many acres and equipped with up-to-date machinery. Cheapness is important and the majority of books appear in gaudy paper covers and are printed on a poor quality of paper. But when a fine format is called for the Japanese printer is equal to the occasion. That format still speaks of a time when literature went with leisure and when the printed word was a thing to be carefully treasured. The book hand stitched, is enclosed in detachable boards covered with linen or silk, which clasp over it like a purse and are secured with ivory pegs. The title and an introductory motto or announcement may be faithfully reproduced from the brush of some famous calligraphist, and the publisher's personal seal will be stamped in red ink by hand on each copy. The tendency is to produce books now in ordinary Western style, with cloth boards.

The crop of literary magazines is enormous, and tho the way is strewn with the wreckage of past attempts, capital seems always forthcoming for new ventures. It has to be added that not much capital is required. Publishers' announcements occupy considerable space in the daily papers, usually on the front page.

The sale of foreign books to Japanese readers is largely in the hands of one Japanese firm, the Maruzen Co., sometimes called the Brentano's of Japan. Tho you must remember that the comparison is between a boy and a man, this one is more justifiable than some other attempts to find Western analogies for things Japanese. The chief store of the company, situated in the best part of Tokyo's principal street, offers a well-displayed and classified assortment of modern books in English, German, French and other languages. The estimate already given of the relative proportions of English and other foreign language books will hold good here, tho in order to make up for the break caused by the war period, this store recently opened a large German section. Between 20 and 30 catalogs are issued in which the books stocked are listed according to subjects. These catalogs correspond with the arrangement of the stock.

The store has become a kind of resort; it is always crowded by people who wish to see the new books or to pass an idle half hour looking for something that may take their fancy. And this large business with a first-class store in Tokyo and branches in every city of Japan is practically entirely devoted to the sale of books in a foreign language.

This unique phenomenon is explained by the fact that English is a compulsory subject in all higher-grade schools, and is rapidly becoming the second language of the Japanese educated class. There seems to be opportunity here for American publishers, and whether big or small the market is a growing one.

English Reaction to Bookselling Slogans

HAROLD FORRESTER, writing in the London *Book-Post*, comments on American bookselling slogans, analyzing the psychology of the British buyer. Mr. Forrester gives as the notable characteristics of the British bookbuyer, a sense of duty and a sense of thrift. He can be appealed to thru these instincts and thru reason, but the Briton will not be commanded and he will not do anything the mob is apt to do.

Mr. Forrester offers for the consideration of the British book-trade slogans which would be more alluring to the British book buyer than the American slogans "Buy a Book a Week" and "Take Along a Book." These are too commanding for the British temper. To the American bookman following Mr. Forrester's argument it seems as if the value of the rhythm of the American slogans as a persuasive force had been overlooked. He commends their brevity but he does not seem to consider the cumulative effect of a slogan that because it is short and musical can be frequently used and so have an increasing force. To American ears, "Take Along a Book" is more persuasive than dogmatic, it is the conclusion of a syllogism, whose premises might be there will be dull and rainy days in camp, a book can relieve the monotony of such days, therefore, Take Along a Book. Mr. Forrester's substitutes seem to us no more persuasive and seem more like supplements to a ringing campaign slogan; they are only for occasional use and, therefore, do not have cumulative force.

Seventy-eight years ago an American invented a campaign slogan "Fifty-four, forty or fight!" It helped to elect a president tho the boundary was established at the *forty-ninth* parallel. There was such power, however, in the alliterative slogan that it turns up to-day in the sub-conscious memory even of Englishmen, and Stephen Graham, in his new book "Tramping with a Poet in the Rockies," describes his crossing the northern boundary of Montana (49° N.) as the crossing of "fifty-four forty."

Mr. Forrester's article says:

"Tho we have, in sorrow as well as in some anger, given up hope that the combined forces of the publishers and booksellers in this country will start a publicity campaign like their brothers in America we are still watching closely the progress of the movement there. One may assume that all are not taking an equal share in the work, but it appears that a large majority is throwing itself wholeheartedly into the boosting of books and that its efforts are meeting with a great deal of success. There is something in the American temperament which makes the individual keen to act as part of a mob, in this case a not riotous one, which is lacking on this side of the Atlantic. In the main we dislike crowds, and prefer to act on our own. It is this difference which calls for the employment of other methods if we do decide some day to start a Book Boosting Campaign here.

"Their appeals, excellent as they are, will not suit either us or our public. We cannot be driven by exclamatory instruction to 'Take Along a Book' or to 'Buy a Book a Week.' These have the merit of brevity, but they contain no apparent appeal to our reasoning. For us there must be argument if ever so little. We were weighed up some years ago by 'Saki' in one of his delightful books of satire, where he points out that we English will not do things for pleasure, but can be made to do them out of a sense of duty. Duty, then, must be one appeal. The other, for only one other appeal is necessary, must be the appeal of profit. It is required for the strain of Scottish or Yorkshire blood that is in most of us. A careful blending of these two elements might turn the entire nation into a race of bookbuyers.

"Suppose, for instance, we wish to encourage the reading of Shakespeare. It would be useless to issue cards with the legend 'BUY A COPY OF SHAKESPEARE' or 'TAKE SHAKESPEARE HOME.' These have too much of the command about them to suit us. What would have a better chance would be a card like this:

NOW THAT YOU HAVE SEEN
SHAKESPEARE AS HE ISN'T
WHY NOT
READ HIM AS HE IS?

"This would appeal to every man who has

been to a present-day production of a Shakespeare play and would in addition, be sure of much gratuitous notice from men like Bernard Shaw and St. John Ervine.

"And while we are talking of plays, a card like this would appeal to thousands:

YOUR STALL COST YOU 10/6
AND THE PLAY WAS POOR.
WHY NOT TRY A NOVEL?
IT CAN'T BE WORSE
AND IT COSTS ONLY 7/6.

"It may, of course, be objected that the play may not always be poor, to which one can only reply that the bill should be removed that week and put back for the remaining fifty-one.

"See how the idea would apply in the case of fiction. There are still many, apart from the small number in the North of Scotland, who hold that novels are a snare of the Devil, who read no fiction unless it be a *Daily Mirror* serial. They live in an unhealthy state of nervous tension while waiting for 'To-morrow's splendid instalment.' We should be doing the nation a service if we made an effort to get these people to give up this 'snack' form of reading. They should be taught that the best way to read a story is to make a meal of it. Let us try something like this:

WHY WAIT FOR TO-MORROW?
BUY A NOVEL TO-DAY.
READ THE LAST CHAPTER FIRST
AND THE REST WHEN YOU LIKE.

"And this might suit the business man who has 'no time for fiction':

WHY READ THE 'DAILY SNARE'?
OUR FICTION IS BETTER

"And this might convert thousands if brought out at once:

NOW THAT THE TAX IS
DOWN
LET YOUR BOOK BILL GO
UP.

"I throw out these suggestions in no serious mood. I do not expect that they will be taken up, even by individual booksellers. But I have one eye on the next Booksellers' Conference. Last year *Book-Post* gave its columns to a serious discussion of the question of Co-operative Advertising, and the tea did not get cold while the Conference was discussing it. This year it may be that a purely frivolous suggestion may have better luck."

The Age of Little Books

EDWIN VALENTINE MITCHELL'S *Book Notes* in an article on "Portable Literature" analyzes this as an age of travel and therefore an Age of Little Books.

"The reading public has grown suddenly larger, and books must therefore grow smaller," this article says: "We are coming to see that a good book need not be long, that it need not be weighty in a double sense. We are discovering the artistic delight of packing much riches in a little room.

"To no small degree, the public demanding the smaller books of today and tomorrow is composed of commercial travellers and business men. Twenty years ago these readers had no other literary resource than the newspaper. Today you may see one of them, as he takes his seat in the Pullman coach, drag a small edition of Epictetus or Shakespeare or Omar Khayyám from his hip-pocket, read a page or so, and then sit for mile after mile of his journey with a far-away gaze. One may ask what good he gets from a book which he only glances at. It has set him on some long and winding trail of thought or fancy which he would never have found without its help. It has been a spring-board from which he has leapt out of the grinding present into a more romantic past or into the misty future. It has been for him a magic carpet floating him away from the dust and uproar of his time and place. . . . A folio would have been a burden. His duodecimo is as good as wings.

"The end has probably not yet come in this steady reduction of the size of books. When we are all travelers, whether commercial or sentimental, when every man owns his private aeroplane, when one can breakfast in London and have dinner in New York, we shall not even then cease to read. Or if we do, then what's the good of aeroplanes? Of the making of books, and of their constant adjustment to social and economic change, there is no end. We may confidently expect that in that day the crown octavo will be as extinct a monster as the board-bound folio seems to us. On the shelf which now holds fifty volumes we shall then put five hundred. Dropping down the river in a canoe one will be able to carry a full cargo of fiction, history, and verse without crowding the duffle.

"The effects of this change upon literature itself will be almost entirely for good. Not all of the necessary reduction in the size of books can be made by the publishers alone, even with the use of thinner papers and lighter bindings. Authors will be called upon to write chapters where they now write whole volumes, and paragraphs where they now write chapters. They must learn to trim, to prune, to condense. The most successful writers of this good day coming on will not strive to put forth half a million words per year but to pack more matter into fifty thousand words. It is not beyond hoping that they may be paid not by the number of words but by the number and value of their thoughts. Anything that hastens this event, so devoutly to be desired, will be a good thing for literature."

An Uncorrected Galley

STEEL ENGRAVINGS
VS. PHOTOGRAPHS

"What has become of the good-looking authors" asked a correspondent to the New York *Times*. "Everybody, of course, admits that writers of to-day are the greatest ever, but why must they look as they do? Never before has authorship been so identified with homeliness. Shelley, Byron, Keats, Goethe were famed for their beauty. Shakespeare, Tennyson, Longfellow, Bryant, Whitman—to name but a few—all of the 'good, gray poet' school, were pleasing to look upon. The sterner type of writing face, showing the square, strength of neck and shoulders (Balzac, Cellini, Howells and Roosevelt had it), is attractive. Even the confessedly plain—typified by Socrates, Rabelais, Franklin, Scott and Thackeray, have their own charm of countenance. But take a glance at most of the faces that are producing our literature to-day, and what have we?"

GROOMING THE GROOMS.

Frederick Melcher thinks—and we hope he is right—that the June bride is as keen on fitting out her book shelf as on filling her hope chest. We think we have found the father of the literary bride, pictured in a recent ad for "the five-foot shelf." He is a terrifying old gentleman, strangely resembling a saber-toothed tiger—clad in soup and fish. He sits in his library, fixing with his glittering eye a young man who sags forward in his chair, the picture of dejection. The legend reads—"Some day he will ask you, 'WHAT HAVE YOU READ?' "

Undoubtedly the young man is a would-be June bridegroom, whom papa has met with a wholly unexpected question. He seems a clean-cut youngster, neat, presentable, with hair slicked back and coat of college cut. One recognizes a live wire, with a tidy bank account, who had every reason to face such an interview with confidence. And now he registers abject despair. You cannot but feel sorry for him. He does not look as if he had read anything, and even if he has, the old tartar does not seem one to be satisfied with anything short of Dr. Eliot's five-foot shelf.

It hardly seems fair for this sort of thing to be sprung on the young folks without warning. Surely it is up to Mr. Melcher and other bookmen to get together with a committee of June brides and their papas and fix a minimum requirement for bridegrooms. What we need is a benedict's book-shelf.

KEITH PRESTON, in the
Chicago *Daily News*.

Current Clippings

PROFESSOR WILLIAM LYON PHELPS, introducing E. A. Robinson as candidate for an honorary degree at Yale recently said: "In an age of self-advertising, where many prefer notoriety to obscurity and would rather draw attention by any means than remain unknown, Mr. Robinson has invariably permitted his poems to speak for themselves. He has won fame not by discords, but by singing in tune better than any one else. He is generally regarded to-day as America's foremost living poet."

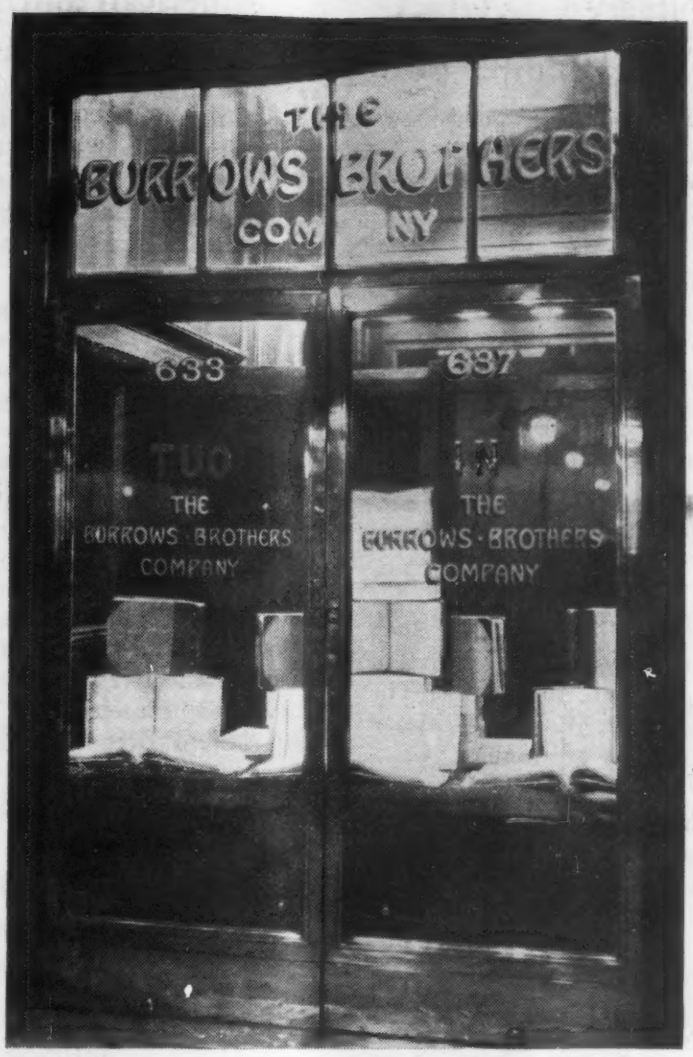
DODD, MEAD & Co. will publish, instead of "The Rectory Family," which had been announced for fall publication, "Pippin," a new novel by Archibald Marshall which he had started some time ago but had temporarily put aside.

A BRONZE TABLET on an oak tree planted last year was unveiled on the anniversary of his birth, June 22, in memory of Alan Seeger by the Writers' Club. The tree stands in front of No. 61 Washington Square South, where have lived Seeger, O. Henry, Frank Norris, Robert W. Chambers, Stephen Crane, and Gelett Burgess. It is a four-story red brick house with two attic windows on the roof and a Colonial door facing the worn stone steps on which the celebrities gathered of evenings. The memorial tablet, sent here from Paris by the poet's father, Charles Louis Seeger, reads:

MEMORIAL TREE.
Alan Seeger.
Foreign Legion.
Born June 22, 1888;
Died July 4, 1916.
Planted by
The Writers' Club
May 16, 1921.

ARTHUR E. ROBERTS is known for a good many different things—for his knowledge and love of boys, for the unusual library at his scout camp, for his work as executive of the Cincinnati Boy Scouts, and for originating the Roberts' Graded Plan for Caddie Instruction. His volume, "The Emancipation of Youth," has just been published by Revell.

COSMO HAMILTON'S "The Rustle of Silk" was published in England the end of June. The English publisher, to advertise the book, organized a party of fifty sandwichmen who marched every day for a week thru the West End in the fashionable shopping district and at night formed a gigantic moving circle around the Nelson monument in Trafalgar Square.



BURROWS BROTHERS CO. MAKES FRONTAGE COUNT

Using Lost Display Space

WITH rentals what they are on Euclid Avenue, Cleveland, it is not at all surprising that the Burrows Bros. Co. desires to use every possible method to make its frontage count. The building is of the heavy bank building type, and the two display windows are not sufficient in capacity to present all the different aspects of this business. The display department, of which John J. Bell is manager, worked out a plan for turning the entrance room into display use during the evening. The accompanying photograph shows the arrangement that has been worked out. The display is not a makeshift counter hastily erected. There are two cabinets, each the full length and width of the door, which swing on hinges in the vestibule. During the day these cabinets are apparently parts of the side walls of the vestibule, but when the doors are locked for the night, the cabinets are swung back, the platform is let down and a covering is placed upon it. In a few minutes an effective display can be arranged. Built beside these cabinets in the entrance space are two glassed-in display racks, which add life and interest to the vestibule during the day with colorful displays of reading cards, etc. Such displays become especially valuable when stores are on a street where there is much passing at night, and other merchants may find value in the suggestion.

"TIMOTHY'S QUEST," that permanent classic for children which, with "The Birds' Christmas Carol," has made Kate Douglas Wiggin a household name thruout the country, is to be adapted to the movies this summer.

THE UNCLE REMUS Memorial Association has decided to purchase "Snap-Bean Farm," part of the home site of Joel Chandler Harris. The farm adjoins the "Wren Nest," the house in which the famous author lived when he wrote many of his stories.

Obituary

HENRY HARLEN HUGHES

HENRY HARLEN HUGHES, vice-president and general manager of J. P. Morton & Co., publishers and booksellers of Louisville, Ky., died at his home in that city on June 10.

Business Notes

BOSTON.—The Stratford Company, publishers, has removed its editorial offices from 12 Pearl Street to larger quarters at 234-240 Boylston Street.

HELENA, MONT.—W. A. Moore Book & Stationery Co. has been adjudged in bankruptcy. A creditors' meeting was held July 6th.

LOS ANGELES, CAL.—Dellquest's Book Shop has just been started at 2913 South Vermont Ave. to deal in new, old and rare books. The proprietor, A. W. Dellquest, jr., was associated with his father in business at Augusta, Ga.

MANCHESTER-BY-THE-SEA.—The Gardenside Bookshop of Boston opened a summer store at 28 Central Street on July 1st.

NEW YORK CITY.—The Shop of Sonia, 184 West 4th Street, Greenwich Village, will be closed for a time, as Sonia is going away to recover from a serious illness.

NEW YORK CITY.—The New York offices of the University Press Association, Harvard University Press and Yale University Press are now located at 522 Fifth Ave., corner of 44th Street.

Personal Notes

MR. AND MRS. OLIVER of the London house of Heinemann arrived in America in time to attend the Doubleday, Page picnic at Bear Mountain on June 22nd.

FRANK S. SMYTH, formerly buyer and manager of the Wanamaker Bookstore in New York, who resigned a short time ago, is now associated with A. R. Womrath, Inc., at the main office, 21 W. 45th St., where he will assist Mr. Womrath in buying.

J. RAY PECK, formerly of the Page Co., has sold out his interest in Womrath and Peck, Inc., his connection with the business terminating June 30.

American and European Bookshops

"COMES now A. A. Kroch," says the Chicago *Daily News*, "back from a tramp thru the bookshops of Europe—Tottenham Court road, Leipzigerstrasse, Boul. St. Michel, Ringstrasse—and tells us, in effect, first that a fine time was had, so to speak; furthermore, that American bookshops are far superior to those of London in point of stock carried and service; that the Germans are wide awake and active but that their literature is unripe, misdirected, getting nowhere; that Vienna is dead artistically; that the French, elated by their victory, have become as egocentric in bookmaking as in politics and look only into their mirror and let the rest of the world go hang; that no one abroad knows or cares anything about American books, and that none of the bookshops has the comprehensive American plan of merchandising books in large quantities effectively; that browsing in London is likely to be useless, for the bookstores have been combed over carefully and "finds" that have escaped the dealer's eye are now rare—what you get, you pay well for."

Record of American Book Production May, 1922*

Classification	New Publications			By Origin			
				English and other Foreign Authors			
	New Books	New Editions	Pamphlets	American Authors	American Manufacture	Imported	Total
Philosophy	10	1	3	11	1	2	14
Religion	16	—	3	14	—	5	19
Sociology	27	2	7	34	1	1	36
Law	5	2	3	9	—	1	10
Education	3	—	4	6	—	1	7
Philology	11	1	2	8	5	1	14
Science	11	—	10	16	1	4	21
Technical Books	14	3	10	24	—	3	27
Medicine	19	1	2	14	1	7	22
Agriculture	3	—	1	4	—	—	4
Domestic Economy	3	—	—	3	—	—	3
Business	9	1	3	12	—	1	13
Fine Arts	5	—	3	8	—	—	8
Music	3	—	1	3	1	—	4
Games, Amusements	4	2	1	4	1	2	7
General Literature	11	1	8	18	—	2	20
Poetry, Drama	22	3	4	25	3	1	29
Fiction	41	18	—	46	11	2	59
Juvenile	8	1	—	8	1	—	9
History	22	1	4	21	2	4	27
Geography, Travel	9	2	2	8	1	4	13
Biog. Genealogy	21	—	1	16	1	5	22
General Works	2	1	1	4	—	—	4
	—	—	—	—	—	—	—
Total	279	40	73	316	30	46	392

*In May 1921, 285 new books, 45 new editions, 133 pamphlets, a total of 463, were recorded.

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not suppled by publisher or obtainable only on specific request. When not specified the binding is cloth.

Imprint date is stated [or best available date, preferably copyrght date, in bracket] only when it differs from year of entry. Copyright date is stated only when it differs from imprint date: otherwise simply "c." No ascertainable date is designated thus: [n. d.]

Sizes are indicated as follows: F. (folo: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D. (12mo: 20cm.); S. (16mo: 17½ cm.); T. (24mo: 15 cm.); Tf. (32mo: 12½ cm.); Ff. (48mo: 10cm.); sq., obl., nar., designate square, oblong, narrow.

Ainsworth, Mrs. Carrie Gilbert

Following the conquerors; the story of the Caribbean Sea; with introduction. 5+94 p. front. (por.) il. maps D (Lakeside ser. of Eng. readings; ocean stories) [c. '22] Chic., Ainsworth & Co., 623-33 S. Wabash Ave. 48 c.

A trip to the Orient; a voyage on the steamer Ecuador; Honolulu; among islands of the Pacific; the Mandate Islands of Japan; with introduction. 95 p. front. il. maps D (Lakeside ser. of Eng. readings; ocean stories) [c. '22] Chic., Ainsworth & Co., 623-33 S. Wabash Ave. 48 c.

Andrews, Mrs. Marietta Minnegerode

The darker drink. 122 p. D [c. '22] Bost., Badger $1.50

Spiritualistic messages thru automatic writing.

Anthony, Gardner Chace

An introduction to the graphic language; the vocabulary, grammatical construction, idiomatic use, and historical development, with special reference to the reading of drawings. 158 p. il. D c. Bost., D. C. Heath $1.60

Atkins, John William Hey, ed.

The owl and the nightingale; ed. with introd., texts, notes, translation and glossary. 90+231 p. (bibl. foot-notes) O '22 N. Y., Macmillan $5

An old English poem, revealing the thoughts, manners and sentiments of the 12th century.

Attenborough, F. L., ed.

The laws of the earliest English kings; ed. and tr. by [author]. 12+256 p. O '22 N. Y., Macmillan $5

Bacheller, Irving Addison

In the days of Poor Richard; il. by John Wolcott Adams. 414 p. front. il. pls. D [c. '22] Indianapolis, Ind., Bobbs-Merrill $2

A romance of the fight of our fathers for liberty and of the part in it played by Benjamin Franklin.

Blanding, Hector

The door of the double dragons; a romance of the China of yesterday and to-day. 7+289 p. D (Popular copyrights). [c. '20] N. Y., [Grosset & Dunlap] 75 c.

Brandt, Otho William

Explanation of train rules, train orders, special instructions, and rules governing the use of block signals and interlocking plants. 2d ed. 174 p. tabs. S [c. '21] Kansas City, Mo., [Author], 27 E. 23d St. bds. $2 leath. $2.50

Bruère, Robert W.

The coming of coal; prepared for the educational committee of the commission on the church and social service of the federal council of the churches of Christ in America. 123 p. (5 p. bibl.) front. (map) D c. N. Y., Assn. Press $1

A discussion of the history of coal, the tragedy of the miners and their children, the greed of financiers and suggestions for more spiritual behavior.

Alabama. State board of control and economy

Rules and regulations adopted by the board and approved by the governor, Sept. 20, '21. To become effective Oct. 1, '21. 22 p. O ['21] Montgomery, Ala., Brown Pr. Co. gratis

Aldrich, Loyal Blaine

The melikeron—an approximately black-body pyranometer. 11 p. figs. O (Sm. misc. coll.; v. 72, no. 13—2662) ['22] Wash., D. C., Smithsonian Inst. pap. 10 c.

American law reports annotated; editor in chief Burdett A. Rich [and others], assisted by the exceptionally experienced editorial organizations of the publishers; v. 10; The Lawyers Co-operative Pub. Co., Rochester, N. Y., Edw. Thompson Co., Northport, L. I., N. Y., Bancroft-Whitney Co., San Francisco, Cal., 1662 p. O '21 San Francisco, Cal., Bancroft-Whitney Co., buck. $8.50 n.

American law reports annotated; v. 14. 1589 p. O San Francisco, Cal., Bancroft-Whitney Co. buck. $7.50.

American law reports annotated; v. 16; The Lawyers' co-operative pub. co., Rochester, N. Y., Edward Thompson Co., Northport, L. I., N. Y., Bancroft-Whitney Co., San Francsco, Cal. 1561 p. O '22. San Francisco, Cal., Bancroft-Whitney Co. buck $7.50.

American social hygiene assn.

Social hygiene legislation manual, 1921. 89 p. il. (maps), tabs. (part. fold.), diagrs. [c. '21] N. Y., Am. Social Hygiene Assn. 25 c.

Byrd, Hiram, M. D.

Forty notifiable diseases; a simple discussion of the more important communicable diseases. 6+74 p. D c. Yonkers, N. Y., World Bk. Co. pap. 60 c.

Bruns, Fredrich
A book of German lyrics; selected and edited with notes and vocab. by [author]. 194 p. il. pl. D [c. '21] Bost., D. C. Heath. $1.32

Buhlig, Rose
Business English; a practice book; rev. ed. 473 p. il. D c. Bost., D. C. Heath. $1.48

Carter, F. W.
Railway electric traction. 8+412 p. il. pls. diagrs. fold. charts. O '22 N. Y., Longmans, Green $8.50

Chisholm, George Goudie
Handbook of commercial geography. 15+824 p. (bibl. foot-notes) tabs. diagrs. maps. fold. maps (part col.) O '22 N. Y., Longmans, Green $7.50

Clarke, James Everitt
Education for successful living. 14+152 p. front. diagrs. charts D c. Phil., Westminster Press $1, pap. 75 c.
Asserts that education and religion are inseparable if the fullest success is to be realized.

Cosgrove, John Joseph
Hollow tile construction; a practical explanation of modern methods of designing and building fireproof residences of hollow tile, written so the builder may use it, with chapters on walls, floors, roofs, partitions, framework, roofing, cornices, fireplaces and interior work, analysis of specifications, estimating, photographs and floor plans of finished structure. 202 p. il. plans D [c. '21] N. Y., U. P. C. Bk. Co. $2.50

Diller, Angela
First theory book [textbook of music]. 176 p. Q [c. '21] N. Y., G. Schirmer $2

Dillon, Mrs. Mary C. Johnson
The farmer of Roaring Run. 431 p. front D (Popular copyrights) '21 [c. '20] N. Y., [Grosset & Dunlap] 75 c.

Dixon, Henry Horatio
Practical plant biology; a course of elementary lectures on the general morphology and physiology of plants. 11+291 p. il. D '22 N. Y., Longmans, Green $1.75

Dolch, Edward William
Manual of business letter writing. 10+327 p. O c. N. Y., Ronald Press $2.25

Ford, Sewell
Torchy as a pa. 5+306 p. D (Popular copyrights) [c. '19, '20] N. Y., Grosset & Dunlap, 75 c.

Gibbs, George Fort
The house of Mohun. 355 p. front. D c. N. Y., Appleton $2
In the unfolding of a dramatic series of events the author shows what a charming young "flapper" can do when facing the realities of life.

Goodwin, Conrad H.
The force of intercession [religious]. 182 p. D c. Bost., Stratford Co. $2

Gummere, Richard Mott
Seneca. 16+150 p. (1 p. bibl.) D (Our debt to Greece and Rome ser., v. 16) [c. '22] Bost., Marshall Jones Co. $1.50
One of a series of about 50 volumes, showing the influence of Greek and Roman civilizations upon our own, down to the present time.

Haight, Elizabeth Hazelton
Italy, old and new. 10+230 p. O [c. '22] N. Y., Dutton $2.50
Essays of the Italy of the great poets and the Italy of the Italians of today.

Harden, John Mason
Dictionary of the Vulgate New Testament. 126 p. D [c. '21] N. Y., Macmillan 40 c.

Hartwig, Adolph H.
Rural veterinary secrets; a farmer's text book for ready reference and the secret of successfully applying first aid and home remedies to ailing farm animals. 260 p. il. pl. O [c. '21] Watertown, Wis., [Author] $1.50

Haymond, Bruce
Borderland echoes; a West Virginia story; il. by the author. 264 p. D [c. '22] Bost., Roxburgh Pub. Co. $1.50

Hubbard, Elbert
Little journeys to the homes of famous people: American authors, 388 p. front (por.) il. pls. (pors.) facsms. S ['22, c. '96] N. Y., Putnam $1.75
Little journeys to the homes of famous people: American statesmen. 8+436 p. front. (por.) il. pls. facsms. S ['22 c. '98] N. Y., Putnam $1.75
Little journeys to the homes of famous people: Eminent painters. 7+497 p. front. il. pls. S ['22 c. '99] N. Y., Putnam $1.75
Little journeys to the homes of famous people: Famous women. 429 p. front. (por.) il. pls. facsm. S ['22 c. '97] N. Y., Putnam $1.75
Little journeys to the homes of famous people: Good men and great. 366 p. front. (por.) il. pls. S ['22 c. '95] N. Y., Putnam $1.75
Little journeys to the homes of famous people: Great musicians. 3+422 p. front. (por.) S ['22 c. '03] N. Y., Putnam $1.75
"Little Journeys" made famous by the late well-known author and founder of the "Roycrofters," now reprinted.

Hubbart, Guy Richard
Thirty practical lessons in advertising and selling. 80 p. il. O [c. '21] N. Y., U. P. C. Bk. Co. $1

Floyd, Silas Xavier
The new Floyd's flowers; short stories for colored people, old and young; rev. with A B C's supplement by Mrs. Alice H. Howard. 317 p. front. (por.) il. pls. [c. '22] Wash., D. C., Austin Jenkins Co., Warder Bldg. $1.50

Howard, Donald J.
Stubby Jenks [humorous articles of boy life]. 200 p. il. D [c. '21] Altoona, Pa., Altoona Tribune $1

Jackson, Sir Thomas Graham
The renaissance of Roman architecture; pt. 2, England, 12+228 p. front. il. pls. obl. O. '22 Chic., Univ. of Chicago $9.63

Jenkins, Oliver
Open shutters; a volume of poems. 49 p. O (Ser. of first volumes; no. 1) c. Chic., Will Ransom, 14 W. Washington St., bds. $3 (245 copies)
The author is the editor of Tempo, A Magazine of Poetry. The first attempt of the publisher in making books on hand-made paper on a hand press.

Jordan, David Starr
The religion of a sensible American. 84 p. D c. Yonkers, N. Y., World Bk. Co. 96 c.
War and the bread. 265 p. D c. Yonkers, N. Y., World Bk. Co. $1.80

Kelley, Francis Clement, *See* **Muredach, Myles**

Kershaw, N., ed.
Anglo-Saxon and Norse poems. 14+207 p. (bibl. foot-notes) O '22 N. Y., Macmillan $4.50

Lamon, Harry Miles, and Slocum, R. R.
Turkey raising. 160 p. il. D [c. '22] N. Y., Orange Judd Pub. Co. $1.75

Lippincott, Haines Hallock
Thoughts concerning things eternal. 291 p. D c. Bost., Roxburgh Pub. Co. $2

Longfellow, Ernest Wadsworth
Random memories. 7+263 p. front. (por.) il. pls. O c. Bost., Houghton, Mifflin. $4
Personal recollections of the last century, with anecdotes and stories of the outstanding figures of the period, by the son of Henry Wadsworth Longfellow.

Low, D. H., tr.
The ballads of Marko Kraljevic. 39+196 p. (bibl. foot-notes) front. O '22 N. Y., Macmillan $5
Epic ballads recording the exploits of Marko Kraljevic, the Serbian Hercules of the 14th century.

Loyola, Mother Mary
The king of the golden city. 90 p. il. Q [c. '21] N. Y., P. J. Kenedy $2.50

Luccock, George Naphtali
The home God meant. 205 p. D c. Phil., Westminster Press $1.25
Ranges widely thru matters of home interest, from the day of marriage to the day of giving in marriage, laying stress on a Christianized home life.

McCann, Alfred Watterson
The science of eating; how to insure stamina, endurance, vigor, strength and health in infancy, youth and age. 6th ed. 400 p. pl. D ['22 c. '19] N. Y., Truth Pub. Co., 1400 B'way $3
Published in 1919 by Doran under title "This famishing world."

Macara, Sir Charles Wright
Recollections. 275 p. il. O c. N. Y., Funk & Wagnalls $2

Macirone, Teresa
Practical French phonetics. 147 p. il. S [c. '21] Bost., Allyn & Bacon 80 c.

Macmichael, Harold Alfred
A history of the Arabs in the Sudan; and some account of the people who preceded them and of the tribes inhabiting Dárfur; in 2 v. 22+347—8+488 p. (9 p. bibl.) diagrs. tabs. (part fold.) facsms. O '22 N. Y., Macmillan $30
Pt. 1, Ethnological characteristics; Pt. 2, Tracing the earlier history; Pt. 3, History of Arab tribes now in Sudan; Pt. 4, Origins and translations of manuscripts.

McCorkle, Mrs. Lutie Andrews
Old time stories of the old north state. 163 p. front. il. D [c. '21] Bost., D. C. Heath 80 c.

Manning, Emmerson Wain
Practical instruction for detectives; a complete course in secret service study. 97 p. D [c. '21] Chic., F. J. Drake $1

Marist Brothers
American Catholic hymnal; an extensive collection of hymns, Latin chants and sacred songs for church, school and home, including Gregorian masses, vesper psalms, litanies, motets for benediction of the blessed sacrament, etc., according to the motu proprio of His Holiness Pope Pius 10, written, arranged and comp. especially for the Catholic youth of the United States; 2nd ed. 528 p. O. [c. '21] N. Y., P. J. Kenedy $1.50

Muredach, Myles, pseud. [Francis Clement Kelley]
Charred wood. 316 p. front. D (Popular copyrights) [c. '17] N. Y., [Grosset & Dunlap] 75 c.

Idaho. Reports of cases argued and determined in the Supreme Court of the state of Idaho, by I. W. Hart; v. 33; San Francisco, Bancroft-Whitney Co., 1921. 923 p. O San Francisco, Cal., Bancroft-Whitney Co. buck. $5

Lile, William Minor
An outline of the equity pleading and practice, with forms, and the federal equity rules, prepared for the use of the students of the law school of the University of Virginia; 2nd ed. 364 p. O ['22] University, Va., Anderson Bros. buck. $4

Lionberger, Isaac Henry
The economic crisis and foreign trade. 53 p. D ['21] St. Louis, Mo., Am. Credit-Indemnity Co. 30 c.

Mims, William Joseph, comp.
Boll weevil control with syrup (or molasses) and calcium arsenate. 14 p. O ['21] Birmingham, Ala., Alsop Pr. Co. gratis

Montana. The revised codes of Montana of 1921; containing the permanent laws of the state in force at the close of the 17th legislative assembly of 1921; in 4 v.; comp., rev. and annotated under chap. 195, laws of 1919, and chap. 109, laws of 1921, and pub. under chap. 122, laws of 1921; I. W. Choate, commissioner; v. 2, civil code; v. 3, code of civil procedure; v. 4, penal code, 956-828-1077 p. O San Francisco, Cal., Bancroft-Whitney Co. buck. $36 set 4 v.

Montgomery, Charles C.
Montgomery's manual of federal procedure, practice and forms; 2nd ed., 1918. 1266 p. O ['22] San Francisco, Cal., Bancroft-Whitney Co. $7.50

Nicholson, R. A.

Translations of Eastern poetry and prose. 11+200 p. front. il. pls. D '22 N. Y., Macmillan $2.75

Contains versions, written in Persian and Arabic, from about 50 authors.

Noguchi, Yone [Miss Morning Glory, pseud.]

Through the Torii [essays]. 208 p. D c. Bost., Four Seas bds. $3.50

Noyes, Arthur Amos

A course of instruction in the qualitative chemical analysis of inorganic substances; rev. ed. 11+190 p. tabs. O N. Y., Macmillan $2.25

Pauli, Wolfgang

Colloid chemistry of the proteins. 11+140 p. il. O c. Phil., Blakiston $2.25

Perley, Fannie

Que fait Gaston? a reader for young beginners; il. by Clara Atwood Fitts. 134 p. il. music, pls. D (Heath's modern language ser.) c. Bost. D. C. Heath $1

Phillips, Marie Tello

Book of verses. 105 p. il. O c. N. Y., Clark & Fritts, 229 W. 28th St. $2

Pitfield, Robert Lucas

A compend on bacteriology; including pathogenic protozoa. 4th ed. 592 p. il. (part col.) pls. D [c. '22] Phil., Blakiston $2

Raper, Howard Riley

Electro-radiographic diagnosis; a book on the electric test for pulp vitality, giving the technic of its use in detail and submitting clinical evidence of its absolute necessity to dental diagnosis. 160 p. il. O [c. '21] St. Louis, Mo., C. V. Mosby $3.50

Richter, Victor Von

Organic chemistry; the carbocyclic compounds: v. 2. 15+760 p. O c. Phil., Blakiston. $8

Risque, Ferdinand William

Bookkeeping and business management. 192 p. il. O [c. '22] N. Y., U. P. C. Bk. Co. $2.50

Robertson, George Scott

Basic slags and rock phosphates; with a preface by Edward J. Russell. 14+120 p. il. tabs. charts O '22 N. Y., Macmillan $4.50

Roe, Vingie E.

Val of Paradise. 253 p. front. (col.) D (Popular copyrights) c. '21 N. Y., Grosset & Dunlap 75 c.

Ross, John Jacob

Daniel's half-week now closing; a study of Daniel's prophecy of the seventy weeks, with particular attention given to the closing three-and-a-half days of the seventieth week. 115 p. D [c. '22] N. Y., Revell $1

Our glorious hope; a study of the nature, ground, content and influence of the glorious hope of our Lord's second coming. 160 p. D [c. '22] N. Y., Revell $1.25

Sanger, Margaret

Pivot of civilization [international birth control]. 284 p. D [c. '22] N. Y., Brentano's $2

Shakespeare, William

Antony and Cleopatra: ed. by Henry Seidel Canby. 155 p. facsm. D (Yale Shakespeare ser.) ['21] New Haven, Yale Univ. Press $1.25

Shakespeare, William

El mercader de Venecia, por Guillermo Shakespeare; edición comentada por H. L. Withers . . . y M. W. Croll . . . edición española por José Padin. 172 p. O (Clásicos literarios en Inglés de Heath) [c. '21] Bost., D. C. Heath 72 c.

Shelley, Er Myron

Twentieth century bird dog training and kennel management; ed. by A. F. Hochwalt. 98 p. il. D [c. '21] Columbus, Miss., [Author] pap. $1.50; $2

Sparks, George Robert

The man with the wooden leg, and the adventures of Doris, Bobbie and Joan in Washington Park, Chicago; cover design by J. Allen St. John; il. from photographs by Kaufmann and Fabry Co. 66 p. front. il. pls. D [c. '21] Chic., M. A. Donohue & Co. 50 c.

Spyri, Frau Johanna [Heusser]

Rico and Wiseli; Rico and Stineli, and how Wiseli was provided for; tr. by Louise Brooks. 509 p. front. (col.) il. (col.) O (Johanna Spyri's Alpine stories) ['22] N. Y., Crowell $1.50

Two Alpine stories, which have the same theme—how an orphan child found a home.

Oregon. Reports of cases decided in the Supreme Court of the state of Oregon; Frank A. Turner, reporter; from Jan. 25, 1921, to Mar. 22, '21, v. 99, and from Mar. 22, 1921, to June 21, '21, v. 100; Bancroft-Whitney Co., 1921-'22. 806-860 p. O San Francisco, Cal., Bancroft-Whitney Co. buck ea. $5

Smyth, John Patterson

On the rim of the world [religious]. 83 p. D c. N. Y., Revell. 75 c.

Solomon, Harry Caesar and Solomon, Maida H.

A study of the economic status of 41 paretic patients and their families [pamphlet reprint from Mental Hygiene, July, '21]. 10 p. O ['21] Bost., [Author], 74 Fenwood Road pap. apply

Speck, Frank Gouldsmith

Beothuk and Micmac; [pt. 1; studies of the Beothuk and Micmac of Newfoundland]. 187 p. il. pls. tabs. (1 fold.) S (Indian notes and monographs) fold. col. map '22 N. Y., Museum of the Am. Indian, Heye Foundation pap. apply

Standard Pub. Co., comp.

Fire insurance in New Engalnd for ten years; Dec. 31, '11-Dec. 31, '20, inclusive. . . . Comp. from statements filed with the various New England insurance departments. 304 p. O [c. '21] Bost., Standard Pub. Co. '10

Swampscott, Mass. Victory celebration committee. Honor roll book committee

Swampscott honor roll, world war '17- '18. 100 p. front. pls. il. O ['21] Lynn, Mass., W. C. Chase, Lynn Item leath. $3

Stekel, Wilhelm, M. D.
Sex and psychoanalysis. 320 p. D c. N. Y., Cosmopolis Press $3

Strong, Edward Kellogg
The psychology of selling life insurance. 489 p. O [c. '22] N. Y., Harper $4

Sykes, Sir Frederick Hugh
Aviation in peace and war. 139 p. O '22 N. Y., Longmans, Green $3
Traces the history of aviation, shows the impetus given to it by the World War and the future of aerial warfare and civil aviation.

Taylor, Edson Homer, and Allen, Fiske
Junior high school mathematics; 3rd bk. 10+149 p. tabs. diagrs. D [c. '22] N. Y., Holt 92 c.

Tilley, Arthur Augustus
Medieval France; a companion to French studies. 19+456 p. (2 p. bibl.) O '22 N. Y., Macmillan $8.50

Vance, James Isaac
In the breaking of the bread; a volume of communion addresses. 183 p. D c. N. Y., Revell $1.25

Van Deventer, John Herbert, comp.
Planning production for profit; tested and selected methods of planning production, comp. from Industrial Management, the engineering magazine. 333 p. il. O [c. '21] N. Y., Engineering Magazine Co. $5

Van Dyke, John Charles
The open spaces; incidents of nights and days under the blue sky. 7+272 p. front. il. D [c. '22] N. Y., Scribner $2

Van Loan, Charles Emmet
Buck Parvin and the movies; stories of the moving picture game; introd. by George Horace Lorimer. 13+366 p. D (Popular copyrights) [c. '17] N. Y., [Grosset & Dunlap] 75c.
Fore! 328 p. D (Popular copyrights) [c. '18] N. Y., [Grosset & Dunlap] 75 c.
Old man Curry. 276 p. D (Popular copyrights) [c. '17] N. Y., [Grosset & Dunlap] 75 c.
Taking the count; prize ring stories. 11+354 p. D. (Popular copyrights) [c. '15] N. Y., [Grosset & Dunlap] 75 c.

White, Henry Adelbert
English study and English writing. 336 p. (2 p. bibl.) D c. Bost., D. C. Heath $1.44

Willmann, Otto
The science of education in its sociological and historical aspects; tr. by Felix M. Kirsch. 351 p. O. [c. '21] Beatty, Pa., Archabbey Press $3

Windelband, Wilhelm
An introduction to philosophy. 365 p. O [c. '21] N. Y., Holt $4

Wisconsin up-to-date road map and tourist guide, giving total mileage and highways from and to all cities in the state of 2,000 and over, also complete information regarding population, railways and interurban roads, main and secondary highways and mileage between towns. 108 p. D [c. '22] Milwaukee, Wis., C. N. Caspar Co. 50 c.

Witwer, Harry Charles
The leather pushers. 10+341 p. D [c. '20-'21] N. Y. [Grosset & Dunlap] 75 c.

Writer's (The) Digest
The ideal course in photoplay writing; comp. by the editorial staff of the Writer's Digest. 119 p. Q c. Cin., Writer's Digest leath. $5

Zola, Emile
L'attaque du moulin; ed. with introd., notes, exercises and vocab. by George D. Morris. 142 p. front. (por.) D c. Bost., Allyn & Bacon 80 c.

Swezy, Olive
Mitosis in the encysted stages of endamoeba coli (Loesch). various paging (1 p. bibl.) O (Univ. of Cal. pubs. in zoology, v. 20, no. 13, May 20, 1922) Berkeley, Cal., Univ. of California pap. 30 c.

Tilney, Frederick and Riley, Henry Alsop
The form and functions of the general nervous system; foreword by George S. Huntington. 24+1020 p. il. figs. col. il. O ['22] N. Y., Paul B. Hoeber $12

United States Senate. Committee on Interstate Commerce
[Railway employees' reply to the railroads]; hearings before the Committee on interstate Commerce, United States Senate, pursuant to Senate Resolution 23, directing the Committee interstate commerce to hold hearings upon matters relating to revenues and expenses of railroads which report to the Interstate commerce commission; Oct. 13 and 15, 1921; Nov. 25 to Dec. 3, 1921; v. 3. various paging fold. charts fold. maps O '21 Wash., D. C., Gov. Pr. Off., Supt. of Doc.

Van Cleave, H. J.
A new genus of trematodes from the white bass. 8 p. il. pl. O (No. 2430; from the Proceedings of the U. S. Natl. Museum, v. 61, art. 9) '22 Wash., D. C., Gov. Pr. Off., Supt. of Doc. pap.

Vincent, George Edgar
The Rockefeller foundation; a review for 1921. 59 p. il. maps charts O '22 N. Y., Rockefeller Foundation pap. apply

Woodbridge, Samuel Homer
The overthrow of the Louisiana lottery; an address first delivered before the Association of collegiate alumnae of Boston, Mass. 42+4 p. O '21 Wash., D. C. [Author] apply

Woodrow Wilson Foundation
The Woodrow Wilson foundation; a tribute to a great American. 23 p. D [n.d.] N. Y. The Woodrow Wilson Foundation, 150 Nassau St. pap. apply

Yancey, H. F., and Fraser, Thomas
Distribution of the forms of sulphur in the coal bed. 94 p. il. pls. O (Engineering experiment station, bull. 125) ['22] Urbana, Ill., Univ. of Ill. pap. gratis

Yoshida, Tokujiro
Studies on cooling of fresh concrete in freezing weather. 63 p. O (Engineering experiment station, no. 123) ['22] Urbana, Ill., Univ. of Ill. pap. 30 c.

Zinman, Meyer E.
Advanced typewriting and office training; rev. and enl. 155 p. D c. '15-'18-'22 N. Y., Pitman pap. 60 c.

Title Index to Weekly Record of New Books

This index does not include the material listed in smaller type

Advertising and selling, Thirty practical lessons in. Hubbart, G. R. $1 *U. P. C.*
Anglo-Saxon and Norse poems. Kershaw, N. $4.50 *Macmillan*
Arabs in the Sudan, A history of the. Macmichael, H. A. $30. *Macmillan*
Attaque du moulin, L'. Zola, E. 80c. *Allyn & B.*
Auto-electricians' handbook. Wells, H. L. $12.50 *Automotive Pub. Co.*
Aviation in peace and war. Sykes, Sir F. H. $3 *Longmans, Green*
Bacteriology, A compend on. Pitfield, R. L. $2 *Blakiston*
Ballads of Marko Kraljevic, The. Low, D. H. $5 *Macmillan*
Basic slags and rock phosphates. Robertson, G. S. $4.50 *Macmillan*
Bird dog training and kennel management, Twentieth century. Shelley, E. M. $2 *Author*
Bookkeeping and business management. Risque, F. W. $2.50. *U. P. C.*
Borderland echoes, Haymond, B. $1.50 *Roxburg*
Buck Parvin and the movies. Van Loan, C. E. 75c *Grosset*
Business letter writing, Manual of. Dolch, E. W. $2.25 *Ronald*
Catholic hymnal, American. Marist Bros. $1.50. *Kenedy*
Charred wood. Muredach, M. 75c *Grosset*
Chemistry of the proteins, Colloid, Pauli, W. $2.25. *Blakiston*
Chemistry, Organic. Richter, V. Von. $8 *Blakiston*
Coal, The coming of. Bruère, R. W. $1 *Assn. Press*
Daniel's half-week now closing. Ross, J. J. $1 *Revell*
Darker drink, The. Andrews, Mrs. M. M. $1.50 *Badger*
Detectives, Practical instruction for. Manning, E. W. $1 *F. J. Drake*
Eating, The science of. McCann, A. W. $3 *Truth Pub. Co.*
Education for successful living. Clarke, J. E. $1 *Westminster Press*
Education in its sociological and historical aspects, The science of. $3. Willmann, O. *Archabbey Pr.*
Electro-radiographic diagnosis. Raper, H. R. $3.50 *Mosby*
English kings, The laws of the earliest. Attenborough, F. L. $5. *Macmillan*
English study and English writing. White, H. A. $1.44. *Heath*
Farmer of Roaring Run, The. Dillon, Mrs. M. C. J. 75c. *Grosset*
Following the conquerors. Ainsworth, Mrs. C. G. 48c *Ainsworth*
Force of intercession, The. Goodwin, C. H. $2 *Stratford*
Fore! Van Loan, C. E. 75c. *Grosset*
French phonetics, Practical. Macirone, T. 80c. *Allyn & Bacon*
Geography, Handbook of commercial. Chisholm, G. G. $7.50. *Longmans, Green*
German lyrics, a book of. Bruns, F. $1.32 *Heath*
Graphic language, An introduction to the. Anthony, G. C. $1.60 *Heath*
Hollow tile construction. Cosgrove, J. J. $2.50 *U. P. C.*
Home God meant, The. Luccock, G. N. $1.25 *Westminster Press*
House of Mohun, The. Gibbs, G. F. $2 *Appleton*
In the breaking of the bread. Vance, J. A. $1.25 *Revell*
In the days of Poor Richard. Bacheller, I. A. $2 *Bobbs*
Inorganic substances, etc. Noyes, A. A. $2.25 *Macmillan*
Italy, old and new. Haight, E. H. $2.50 *Dutton*
King of the golden city, The. Loyola, Mother M. $2.50 *Kenedy*
Leather pushers, The. Witmer, H. C. 75c *Grosset*
Life insurance, The psychology of selling. Strong, E. K. $4 *Harper*
Little journeys to the homes of famous people: American authors; American statesmen; Eminent painters; Famous women; Good men and great; Great musicians. Hubbard, E. 6 v. ea. $1.75 *Putnam*
Man with the wooden leg, The. Sparks, G. R. 50c *Donohue*
Mathematics, Junior High school. Taylor, E. H. and Allen, F. 92c *Holt*
Medieval France, Tilley, A. A. $8.50 *Macmillan*
Mercader de Venecia, El, por Guillermo Shakespeare. Shakespeare, W. 72c *Heath*
New testament, Dictionary of the vulgate. Harden, J. H. 40c. *Macmillan*
Old man Curry. Van Loan C. E. 75c *Grosset*
Old time stories of the old north state. Mccorkle, Mrs. L. A. 80c *Heath*
Open shutters. Jenkins, O. $3 *Will Ransom*
Orient, A trip to the. Ainsworth, C. G. 48c *Ainsworth*
Our glorious hope. Ross, J. J. $1.25 *Revell*
Owl and the nightingale, The. Atkins, J. W. H. $5 *Macmillan*
Philosophy, An introduction to. Windelband W. $4 *Holt*
Plant biology, Practical. Dixon, H. H. $1.75 *Longmans Green*
Profit, Planning production for. Van Deventer, J. H. $5 *Engineering Mag. Co.*
Que fait Gaston? Perley, F. $1 *Heath*
Railway electric traction. Carter. F. W. $8.50 *Longmans, Green*
Railway electric traction. Carter, F. W. *Houghton Mifflin*
Recollections, Macara, C. W. $2 *Funk*

Religion of a sensible American, The. Jordan, D. S. 60c. *World Book Co.*
Rico and Wiseli; Rico and Stineli. Spyri, Frau J. $1.50 *Crowell*
Roman architecture, The renaissance of. Jackson, Sir, T. G. $9.63 *Univ. of Chicago*
Seneca, Gummere, R. M. $1.50 *Marshall Jones*
Sex and psychanalysis. Stekel, W. $3 *Cosmopolis Pr.*
Small me. Rudinger de Rodyenko, S. P. S. $1.75 *McCann*
Taking the count. Van Loan, C. E. 75c. *Grosset*
Theory book, First. Diller, A. $2 *G. Schirmer*
Thoughts concerning things eternal. Lippincott, H. H. $2 *Roxburgh*
Through the Torii. Nouguchi, Y. $3.50 *Four Seas*
Tides and tidal streams. Warburg, H. D. $2.75 *Macmillan*
Torchy as a pa. Ford, S. 75c *Grosset*
Train rules, Explanation of, etc. Brandt, O. W. $2 *Author*
Translations of eastern poetry and prose. Nicholson, R. A. $2.75. *Macmillan*
Turkey raising. Lamon, H. M. $1.75. *Orange Judd*
Val of Paradise. Roe, V. E. 75c *Grosset*
Verses, Book of. Phillips M. T. $2 *Clark & Fritts*
War and the bread. Jordan, D. S. $1.80 *World Bk. Co.*

Weekly Announcement of Forthcoming Books

This list includes trade books coming in July

Batouala. Maran, René. (July 25) $1.75 *Seltzer*
Behind the mirrors. Author of "Mirrors of Downing Street." $2.50 *Putnam*
Blue Envelope, The. (Adventure stories for girls' series) Snell, Roy J. $1 *Reilly*
Boys' book of physics. Clarke, Charles R., and Hall, Sidney. *Dutton*
Breaking point, The. Rinehart, Mary Roberts. (July 31) $2 *Doran*
Budgetary control. McKinsey, J. O. $4.25 *Ronald Press*
Cruise of the O'Moo, The. (Adventure stories for girls' series). Snell, Rev. J. $1. *Reilly*
Curlie Carson listens in. (Radio-phone boys' stories). Craig, James. $1 *Reilly*
De Morgan (William) and his wife. Stirling, A. M. W. (July 20) $6 *Holt*
Electrical engineers' The standard handbook for. (July 15) $6. *McGraw-Hill*
Flower of the world. Haines, Alice. $2 *Dutton*
From Harrison to Harding. Dunn, Arthur W. 2 v. $7.50 *Putnam*
Further adventures of Lad. Terhune, Albert P. $2 *Doran*
Glimpses of the moon. Wharton, Edith. (July 28) $2 *Appleton*
Heredity and child culture. Chapin, Dr. Henry. (July 20) *Dutton*
History of the Latin American nations. Robertson, Prof. W. S. $4 *Appleton*
Indian summer. Hutchings, Emily G. (July 21) $2 *Knopf*
J. Poindexter, colored. Cobb, Irvin S. $1.75. *Doran*
Judgment of Charis, The. Reynolds, Mrs. Baillie. $1.75 *Doran*
Kastle Crags, Martin, Absalon. $1.75 *Duffield*
Lafayette for young Americans. Holland, Rupert, S. $1.75 *Jacobs*
Love. Aminoff, Baroness. $2 *Dutton*
Poems that never grow old, Children's, Benoit, Clement F. *Reilly*
Practical cook book. Stockbridge, Bertha, E. L. $2 *Appleton*
Promised isle, The. Bruun, Laurids. (July 21) $2 *Knopf*
Radio detectives, The. (Radio detective series). Verrill, A. Hyatt. $1.75 *Appleton*
Radio detectives under the sea. (The Radio detective series). Verrill, A. Hyatt. $1.75 *Appleton*
Radio. Irwin, John R. $1.25 *Clode*
Railroad freight transportation. Loree, L. F. $5 *Appleton*
Red garden, The. Kehler, Henning. (July 21) $2 *Knopf*
Robin. Burnett, Frances Hodgson. (July 25) $2 *Stokes*
Rogues' Haven. Bridges, Roy. $2 *Appleton*
Rural sociology, An introduction to. Vogt, Paul L. $2.75. *Appleton*
Science of golf, The. Fowlie, P. $1.75 *McBride*
Secret glory, The. Machen, Arthur. (July 21) $2.50 *Knopf*
Shepherd, The, and other poems of peace and war. Blunden, Edmund. (July 21) $1.75 *Knopf*
Shorn lamb, The. Sampson, Emma S. $1.75 *Reilly & Lee*
Sky, The book of the. Luckiesch, M. *Dutton*
Social order, The new. Warde, Prof. Harry. $1.50 *Macmillan*
Some things that matter. Riddell, Lloyd. $3 *Doran*
Stone in the path, A. Chapin, Maud H. $1.75 *Duffield*
Stronger influence, The. Young, F. B. Mills. $1.75 *Doran*
Teenie Weenies under the rose bush, The. (Teenie Weenie series) Donahey, William. $1.75 *Rellly*
Tell England. Raymond, Ernest. $2 *Doran*
Three godfathers, The. Kyne, Peter B. $1 *Cosmoplitan*
What became of Mr. Desmond? Boyle, C. Nina. (July 12) $1.75 *Seltzer*
Wireless telegraph and telephone, A book of. Collins, A. Frederick. $1.50 *Appleton*
Yukon trail, On the. (Radio-phone boys' stories). Craig, James. $1 *Reilly*

Rare Books, Autographs and Prints

THE first catalog from the Centaur Book Shop, 1224 Chancellor Street, Philadelphia, has made its appearance. It contains 315 lots, mainly modern first editions of American and English authors that have been much in demand during the last two or three years.

The Daniel copy of the First Folio of Shakespeare, bought by the Rosenbach Company at the recent sale of the library of the late Baroness Burdett-Coutts, with the casket made for the famous volume and presented to the Baroness by Queen Victoria, has been sold to Henry C. Folger of this city.

The two volumes of the writing of Herman Melville in prose and verse to be published by the Princeton University Press in the autumn is to contain short articles and fugitive pieces, many taken from back numbers of *Putnam's* and *Harper's Magazines* of the Civil War period and now published in book form for the first time. These volumes will accordingly be of interest to collectors of the first editions of Melville.

A further portion of the library of the late Charles Fairfax Murray of London and Florence, including an extensive collection of fine bindings of English, French and Italian workmanship, many from celebrated libraries with owners' devices or armorial bearings, early printed books from famous Italian presses, a representative series of works by the most eminent Italian authors, finely illustrated books and early editions of the Greek and Latin classics will be sold at Sotheby's in London July 17, 18, 19 and 20.

The New York Historical Society is going to begin a drive for $1,000,000 next autumn to complete the north and south wings of the building owned and occupied by the society at 76th Street and Central Park West. The plans for the drive will be announced in the society's next *Bulletin*. The New York Historical Society houses in its buildings documents and relics of priceless value. It is felt that there will be ample support for the society's care of its treasures and for proper expansion if its needs are made clear to the people of this city.

Edmund Gosse, discussing the fine work of Montague Summers in his studies of the Restoration period in the London *Times*, says that "when I think of the bookshops which I haunted forty years ago, to be told by the bookseller that he had 'just destroyed a mass of Restoration plays because they took up so much room and none of my customers will look at them,' I am amazed at the present vogue for first editions of Dryden and Wycherly."

There is no need to abandon hope of further discovery of documents relating to Shakespeare, or indeed any of the early English authors, according to the report of Sir Sidney Lee at the annual meeting of the Trustees and Guardians of Shakespeare's Birthplace at Stratford recently. Sir Sidney Lee said that during the past year the trustees had bought a few valuable deeds bearing on the history of Shakespeare's family or on the families of his neighbors, but in this regard they were chiefly indebted to the generosity of Lord Willoughby de Broke, who had presented to them a unique collection of 288 early deeds and documents relating to Shakespeare's native town. In urging that others that come into the possession of such old deeds and documents should follow this example, Sir Sidney Lee doubtless had in mind the possibilities now resulting from the disposal of ancestral homes and the breaking up of estates and libraries which is a feature of our time often to be regretted.

Only a few year ago, as soon as the warm days of June came, the bottom dropped out of the auction market. The sales in May and June were of little importance, interest declined, prices dropped, and the season ended in a state of collapse. For four or five years there has been nothing of the sort. The end of the season has been planned as carefully as the beginning. Great care has been taken to stop at a point where business could be resumed again in confidence and enthusiasm. When the announcement of occasional summer sales would be held by the Heartman Auction Company at Perth Amboy, N. J., it seemed like a risky experiment. On June 22 a sale consisting of selections from several consignments, numbering 389 lots, and realizing $3,080 took place, and, all things considered, Mr. Heartman may feel very well pleased with the results. What was lacking in attendance was made up in mail orders, for collectors and librarians seemed alive to the opportunity. This one session sale consisted of books and pamphlets relating to the French and Indian War, the North American Indians, the early West, Lincolniana, broadsides, autograph letters and miscellaneous material. A few of the items and the prices which they brought were the following: A. D. S. by Charles Thomson, Secretary of the Continental Congress, 4 pp. folio, October 2, 1778, an important resolution of the Continental Congress unrecorded by Evans or Ford, $105; A. D. S. 1 p. signed by Tim Prout, December 14, 1773, to the Moderator of the Town Meeting held at

Faneuil Hall, relating to the destruction of tea in Boston Harbor, $51; The Charleston *Mercury Extra*, December 20, 1860, containing the first report of the secession of South Carolina and the dissolution of the Union, $105; broadside containing a resolution of the House of Delegates of Maryland urging the construction of a railroad across the Continent of North America on the ground that it would facilitate our own intercourse with the far West and tend to consolidate the Union, $71; J. Benjamin Franklin's "A Cheap Trip to the Great Salt Lake City," 8vo, wrappers, Ipswich, circa 1854, $51; broadside containing directions for the Deputy Postmasters, for keeping their accounts, by Benjamin Franklin, Postmaster General of the Colonies, Philadelphia, 1753, rare and unrecorded, written by Franklin and published by Franklin and Hall, $114; "A Letter from William Shirley, Esq., Governor of Massachusetts, to His Grace, the Duke of Newcastle: with a Journal of the Siege of Louisborg . . approved and attested by Sir William Pepperel and other Principal Officers who commanded in the said expedition," 8vo, morocco, Boston, 1746, rare Boston edition, 1746, $106; Jonathan Dickenson's "The Shipwreck and Dreadful Sufferings of William Barrows and others . . . amongst the inhuman cannibals of Florida," 12m, boards, Salem, O., 1826, rare issue of this Indian captivity, $103; Charles Leslie's "The Religion of Jesus Christ, the Only True Religion," etc., 12mo, blue wrappers, Boston, 1719, rare first American edition famous for the litigation it caused concerning the liberty of the press in America, $76; Frank Leslie's "Pictorial Life of Abraham Lincoln," illustrated, large folio, New York, 1865, one of the rarest of Lincelen items, $100. F. M. H.

Catalogs Received

Americana, natural history, sports, poetry and miscellaneous books. (No. 14, New Series.) Shepard Book Company, 408 State Street, Salt Lake City, Utah.

Books relating to India and her people. (Items 167.) Orientalia, 22 East 60th Street, New York City.

Books on Africa, America, Asia, Bible, China, Egypt, England, France, Germany, etc. (No. 15; Items 862.) Robert Cecil MacMahon, 78 W. 55th St., N. Y.

Curious, scarce and interesting old books, pamphlets, engravings. (Nos. 149, 150; Items 521, 561.) Alexander W. MacPhail, 6 Melbourne Pl., Edinburgh, Scotland.

Canada, etc. (No. 90; Items 823.) Tuttle Co., 11 Center St., Rutland, Vt.

Choice and rare books, including items on costume, art, architecture, Mexico and California, etc. (No. 23; Items 181.) Dawson's Bookshop, 627 South Grand Ave., Los Angeles, Calif.

Livres D'Occasion Anciens et Modernes. (No. 108; Items 1266.) Dorbon-Aine, 19, Boulevard Haussmann, Paris, 9, France.

Early medical books. (No. 5; Items 250.) L'Art Ancien S. A., 7, Piazza Giardino, Lugano, Switzerland.

Literature relating to art (fine and applied). (No. 54a; New Series; Items 1785.) Chaundy & Cox, 104 High St., Oxford, England.

Mitteilungen Aus Dem Antiquariate. (No. 4; New Series; Part 1, Items 448.) Joseph Baer & Co., Hochstrasse 6, Frankfurt A. M., Germany.

Old, rare and standard sets. (Items 240.) Newbegin's, 358 Post St., San Francisco, Calif.

Rare books and autographs. (Items 100.) Harry B. Smith, 319 West 107th Street, New York City.

Rare books and pamphlets on American Revolution, American Indians, genealogy, Western America,

Short list of books, comprising incunabula, Kelmscott and other presses, fine library sets and modern first editions. (Items 96.) William J. Campbell, 1731 Chestnut St., Philadelphia, Pa.

Valuable miscellaneous books, including autograph letters, books on heraldry, genealogy, early American English and French history. (No. 1306; Items 696. (Stan. V. Henkels, 1304 Walnut St., Philadelphia, Pa.

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Issued Every Saturday **The Publishers' Weekly** 62 West 45th St., New York

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Front Section (full pages only).....$60.00
Back Section—
One page .....$50.00 Half page $30.00
Quarter page ..... 15.00 Eighth page 7.50
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Higher rates for Summer Reading, Educational Number, Christmas Bookshelf and Book Review *supplement*.

The Weekly Book Exchange

Books Wanted and For Sale

Under these headings subscribers are charged 15c *a line (no charge for address); non-subscribers* 20c *a line, address extra. Bills for this service will be rendered monthly. Objectionable books are excluded as far as they are noted.*

Write your wants plainly, on one side of the sheet only. Illegible "wants" are ignored. The WEEKLY *is not responsible for errors. Parties with whom there is no account must pay in advance.*

In answering, please state edition, condition and price, including postage or express charges. Houses that will deal exclusively on a cash-on-delivery basis should put [Cash] *after their firm name. The appearance of advertisements in this column, or elsewhere in the* WEEKLY *does not furnish a quarantee of credit. While it endeavors to safeguard its columns by withholding the privileges of advertising should occasion arise, booksellers should take usual precautions in extending credit.*

BOOKS WANTED

Adam, Meldrum & Anderson Co., Buffalo, N. Y.

Bird Neighbours, Blanchard.
Vander-Poel, Emily Noyes, Color Problems with Screens, Longman.

Aldus Book Co., 36 East 49th St, New York City

de la Mare, Memoirs of a Midget, Eng. first and also Amer. first.
Savoy, Nos. 5 and 6: Arthur Machen, Three Impostors, 1st ed.
Pennell's, N. Y. Views. Menzel's Drawings-Fred'k. Great.
Contes Remois, Paris, 1858. Paul et Virginie, Ed Curmer, Paris, 1838.
Huneker, Painted Veils, 1st ed. Cabell, Eagle's Shadow, 1st issue.
Mudie's Birds, Orig., 1834 edition. Melville, Confidence Man, 1st edition.
Any Whistler Firsts, Joyce's Ulysses.
Pictures of French, Ill Gavarne, about 1846.
James, Redeemed Form of Man, 1878.
Capt. Bairnsfather's, Fragments from France, Putnam's 1916 ed.
Martial's Epigrams in orig. Latin, must contain entire 15 books without abridgment.
Rubaiyat, Bibelot Series, Mosher, 1894.
Johnson, Lionel, Ireland and Other Poems, large paper, London, 1897.
K. Neilson Illustrations: East of the Sun, Crinoline and Powder Puff, both English, first edition.
Autographs, Leaves of Our Country Authors. Facsimiles of orig. manuscript poems and letters by famous American authors, Engraved vignette on title. 4to, Baltimore, 1864.
Conrad Nostromo, 1st Eng. ed. with new preface. 1918.
Conrad, First Am. Nigger of Narcissus, Set of Six, Twixt Land and Sea, Chance, Notes on Life and Letters.
The Humphreys Family in America. Kipling, Barrack-Room Ballads and Verses, Ill., N. Y., 1898.

The Alexander Hamilton Bookshop, 22½ Hamilton St., Paterson, N. J.

13 Presidents, Wise.
40 Years Washington Society.
Amer. History Told by Contempories.
Puritan in Holland, England and America, 1892, vol. 1 only.
Publishers Vade Mecum.
Old New Jersey items.

William H. Allen, 3417 Walnut St., Philadelphia, Pa.

Williams, History of Science, 11 vols.
Cox, Classical Point of View.
Stedman, Library of American Literature.

The American Baptist Publication Society, 1107 McGee St., Kansas City, Mo.

Ideal Life, Drummond.
Historical Sketch of the First Baptist Church in Newport, R. I.
History of General or Six Principle Baptists, Knight Richard.
History of Free Will Baptists, Stewart.
Also quote any books on Baptist Histories.

The American News Company, Inc., 9, 11, 13 and 15 Park Place, New York City

American Famly, Robinson.

William M. Bains, Books and Bookbinding, 1213-15 Market St., Philadelphia, Pa.

B. M. Grantz, Merchants in Phila., 1754-1789, ed. Byars.
De Puy, Bibligraphy of English Colonial Treaties, printed Lenox Club, 1917.
Brief abstract of lower Norfolk County and Norfolk County, Wells, vol. 2, C. F. McSutosh.

G. A. Baker Co., Inc., 144 East 59th St., New York City.

Huneker, Mezzotints of Modern Music, 1899.
Huneker, Chopin, 1900.
Huneker, Melomaniacs, 1902.
Huneker, Overtones, 1904.
Huneker, Visionaries, 1905.
Huneker, Egoists, 1909.
Huneker, Pathos of Distance, 1913.
Huneker, Ivory Apes, 1915.
Huneker, Mary Garden, 1920.
Famous French Authors, Biographical Portraits by Gautier, etc., Worthington, 1879.
Cabell, The Eagle's Shadow, 1904.
Cabell, The Line of Love, 1905.
Cabell, Gallantry, 1907.
Cabell, Cords of Vanity, 1909.
Cabell, The Soul of Millicent, 1913.
Cabell, Rivet in Grandfather's Neck, 1915.
Cabell, The Certain Hour, 1916.
Cabell, Cream of the Jest, 1917.
Cabell, Beyond Life, 1919.
Cabell, Domnei, 1920.
Cabell, Cords of Vanity, 1920.

BOOKS WANTED—*Continued*

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Cabell, The Judging of Jurgen, 1920.
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Flint gen., by Bass. Reprint.
Forrest, Lowther, etc.
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Diary of John Quincy Adams, Ed. Chas. Francis Adams, 1877, procurable in 12 volumes.
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